HOLSTEIN-FRIESIAN WORLD

WESTERN EDITION

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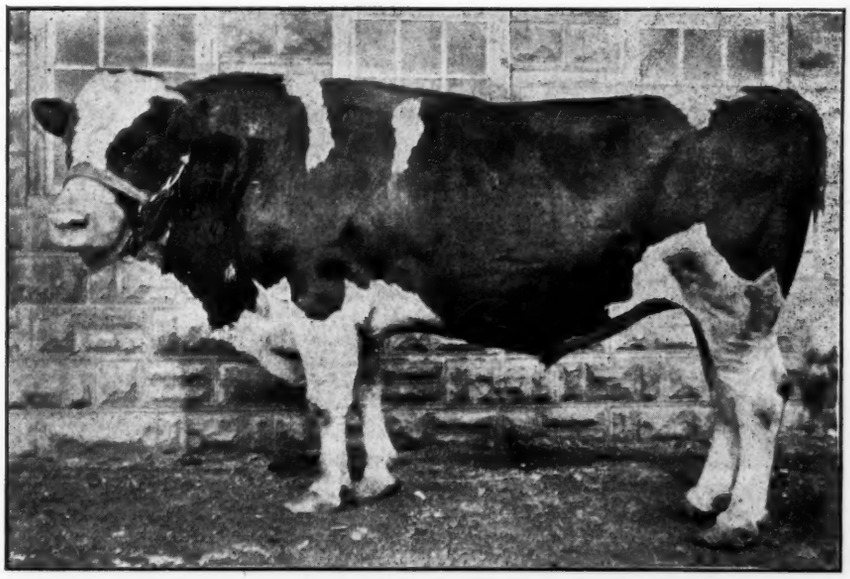

PONTIAC KORNDYKE

77 A. R. O. daughters, 11 with records of 30 24 38.03 lb.
Sire of King of the Pontiacs, the only sire having a 43 lb. daughter.

Want Ad Column

$1.00 per insertion. Send price with copy.

HOLSTEINS WANTED
We want to buy 6 **Pure Bred Holstein** cows or heifers.
KIRKPATRICK BROS.
Lime Ridge **Wisconsin**

GREEN VALLEY FARMS

Now offer a grandson of Hengerveld De Kol from a 20.89-lb. cow of Colantha breeding. Light in color.

Frank Wolter, Gessie, Ind.

Johanna McKinley Segis 44376

His sire, the great **King Segis,** and dam's sire, **Sir Johanna De Kol 25467,** have 99 A. R. O. daughters. His dam and sire's dam average 34.91 lbs. butter. He possesses the great transmitting power of **King Segis** having himself 12 A. R. O. daughters.

We are offering for sale **stylish, vigorous, growthy calves** by the above sire and out of fine, large producing A. R. O. dams at prices that are right. Satisfaction guranteed. Correspondence solicited.

ANTHES BROS. **Jefferson. Wis.**

THE ASYLUM HERD

offers a great grandson of Colantha Johanna Lad, Creamelle Vale, Pontiac Korndyke, and great great grandson of Hengerveld De Kol.

Send for pedigree and price.

PONTIAC STATE HOSPITAL

PONTIAC

Oakland County **MICHIGAN**

HOLSTEIN ADVERTISING

Buying or selling you may profit by our help in locating cattle or finding customers. A dozen years' experence enables us, with our up-to-date equipment, to give you the first hand information not to be found elsewhere; and also, to handle in the most acceptable manner, livestock, advertising, pedigree and catalog work, and the management of public sales. E. M. HASTINGS, Holstein Advertising, Lacona, N. Y.

MAPLEMONT FARM

offers a bull calf, sired by **Pietje Alcartra Fayne** whose 4 nearest dams average over 31 lbs. of butter for 7 days and 124 lbs. for 30 days. The dam of this calf is a three-year-old granddaughter of **Hengerveld De Kol.** Butter, 7 days, 24.037 lbs., second dam a 24-lb. cow. This calf is ¾ white, beautifully marked, straight as a line. The first check for $200 buys him. tf

J. W. Prentiss & Son **Alstead, N. H.**

RIVERSIDE STOCK FARM

offers an H.-F. bull, born May 4, 1912. **Sire Aaggie Cornucopia Johanna Lad 7th,** whose dam and sire's dam average 32.75 lbs. butter in 7 days. Dam, a 22-lb. daughter of **Paul Beets De Kol** This bull is a ¾ brother to a 32-lb. cow. Write for pedigree and price to

A. W. BROWN & SON
West Winfield **New York**

KORNDYKE HENGERVELD DE KOL

No. 40273.

3-4 brother to the new worlds record cow, Pontiac Lady Korndyke, 38 02 lbs. butter in 7 days, 156.92 lbs. butter in 30 days ---Also 3-4 brother to the two 37 lb cows and to King of the Pontiacs.
Sire--Pontiac Korndyke (nuf said)
Dam---A 26.27 lb. daughter of Hengerveld De Ko

FOR SALE—Bull Calves from four to six months old, sired by him and out of cows with A. R. O. records up to 25.71 lbs. butter in seven days. Well-marked, well-grown, thrifty, and vigorous. Write for extended pedigree showing breeding, color markings, etc.

UNEEDA KORNDYKE HERD --- HOLSTEIN FRIESIAN CATTLE

F. J. Bristol & Sons Co., Oakfield, Wis.

COUNTRY LIFE FARM

has for sale a bull calf, born October 29, 1912. He is three-fourths white, an excellent individual, and very straight and of a block build. Sire is Aaggie Cornucopia Johanna Lad 8th 72926 a young bull whose dam and sire's dam average 32.59 lbs. butter from 710.3 lbs. milk in 7 days and 129.14 lbs. butter from 2775 lbs. milk in 30 days. Dam has an A. R. O. record of 19.646 lbs. butter from 500 lbs. milk in 7 days. She is a fine large cow of wonderful capacity. I have three of her daughters in my herd, two of them have A. R. O. records and the other one will have one soon. The three nearest dams of this calf average for 7 days 26.118 lbs. butter from 605.1 lbs. milk.

A few Rose Comb Brown Leghorn Cockerels of Superior Breeding and Quality at $2.00 Each.

HARRY D. WHEELER, Prop., West Winfield, New York.

LONG ON COWS AND SHORT ON MONEY.

DUTCH CORNER'S HERD

has a few young A. R. O. cows for sale. Good size. Good condition. Good individuals. Sound and ready to be bred.

All have A. R. O. ancestry, both sides. Grand daughters of Aaggie Cornucopia Johanna Lad, Pietje 22nd's Woodcrest Lad and bulls of like quality.

John J. Walrath, East Springfield, N. Y.

MARBLE VALLEY STOCK FARM

MARBLE VALLEY STOCK FARM
Herd Bull
Fairview Korndyke Lad 48018
Sire, Pontiac Korndyke, Dam, Pontiac Pet (37.68).

Only two sons of his left, one out of a daughter of **Imperial Pontiac Korndyke,** the other out of a grand-daughter of **Korndyke Queen De Kol's Prince.** They are light in color, hansomely marked and fine individuals. For pedigrees and prices, write

J. H. Mead & Son **West Rutland, Vt.**

NORWICH STOCK FARM

Offers Bull Calf whose dam and Sire's dam average 29.57 lbs. in seven days and 112.15 lbs. in 30 days. Both records made as junior four-year-olds.

Write for pedigree and price. He is large and straight as a gun barrel.

R. C. WELLS, NORWICH, N. Y.

I have escaped from the Poor-House. Korndyke Pontiac Pet No. 55995 and myself are at Otselic, N. Y.

Please do not address me at Preston any more.

ISAAC DALRYMPLE, OSTELIC, N. Y.

Holstein-Friesian World

VOL. X. MADISON, WISCONSIN, APRIL 5, 1913. NO. 14.

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THE NEW WORLD'S CHAMPION

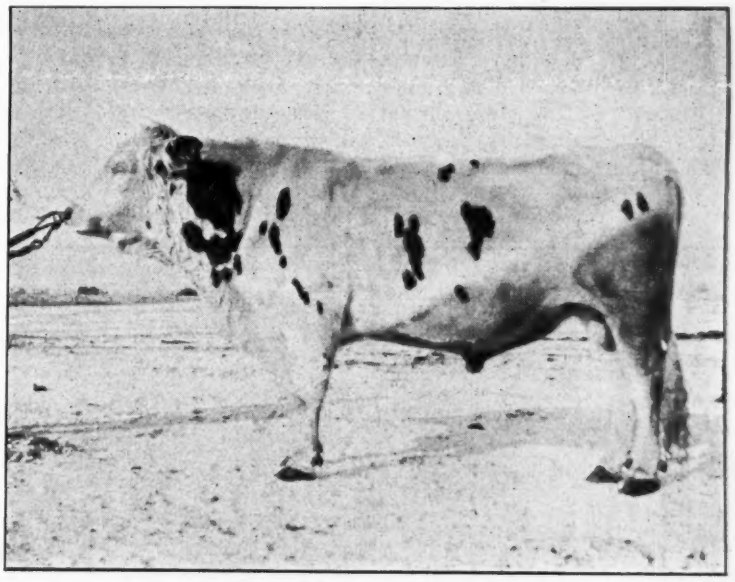
By M. S. PRESCOTT.

Ever since the inauguration of the present A. R. O. system breeders and dairymen have been subjected to such a continued series of surprises in the shape of hitherto unheard of production that almost anything seems within the realm of possibility. The first 25-lb. record was made away back in February 1894, Rosa Bonheur 5th showing the way to all the rest. From her the championship passed on down through the following series:

Mutual Friend 2d—
Dec., 1894 .....25.76
De Kol 2nd—
March, 1895 .....26.58
Netherland Hengerveld—
May, 1896 .....26.67
Lilith Pauline De Kol (4 yrs.)—
January, 1901 .....28.24
Mercedes Julip's Pietertje—
November 1901 .....29.36
Sadie Vale Concordia—
February, 1903 .....30.61
Aaggie Cornucopia Pauline (4½ yrs.)—
March, 1904 .....34.32
Colantha 4th's Johanna—
February, 1907 .....35.22
Grace Fayne 2d's Homestead—
March, 1909 .....35.55
Pontiac Clothilde De Kol 2nd—
December, 1910 .....37.21
Pontiac Pet—
April, 1911 .....37.68
Pontiac Lady Korndyke—
April, 1912 .....38.03
Valdessa Scott 2nd—
June, 1912 .....41.88

Every one of these records excited much wonder and speculation as to just how near the Holstein-Friesian cow had approached the limit of her development. Until February 1903 the great majority of breeders were skeptical of the ability of any cow to produce 30 pounds of butter in seven days. At that time Sadie Vale Concordia dispelled all doubts on this question, and the 30-lb. mark has since been crossed by nearly two hundred and fifty others, including many three and four year olds.

In 1904 when Aaggie Cornucopia Pauline made her 34-lb. record, many people were positive that the limit had been reached. The record did stand for about three years, when it was exceeded by nearly a pound by Colantha 4th's Johanna, she being the first cow to cross the 35-lb. mark. By this time (1907, 1908 and 1909) several cows had made records of 34 and 35 lbs. When late in 1910 word came from Liverpool, N. Y., that Pontiac Clothilde De Kol 2d had completed a record of 37.21 lbs., it seemed certain that the mark had been raised so high that it would not be exceeded for many years. In spite of all these predictions, however, before the close of that official year, a three-fourths sister of Pontiac Clothilde De Kol 2nd, Pontiac Pet by name, wrested from her the title of World's Champion and slightly over a year later another sister, Pontiac Lady Korndyke, demonstrated that the 38-lb. cow was not an impossibility.



HENGERVELD DE KOL

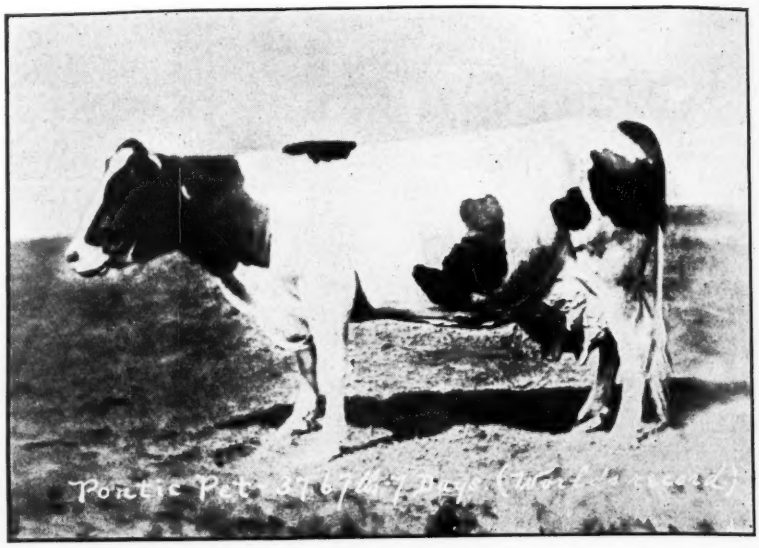
116 A. R. O. daughters, 77 with records of 20 to 33.62 lb.
52 A. R. O. sons.
Grandsire of eight 30 lb. cows, and King of the Pontiacs.

Although the public was becoming accustomed to reports of phenomenal yields, hardly anyone was quite prepared for the announcement in July 1912 that the 40-lb. cow was here—that Valdessa Scott 2d had produced

41.88 lbs. butter in seven days. As in the previous instances, it was the general belief that some years would elapse before Valdessa would be required to yield the crown. Holstein-Friesian history has shown the unreliability of predictions of this nature, and history has repeated itself.

Spring Farm Pontiac Lass, a five-year old cow, owned by Francis M. Jones, Clinton, N. Y., has just completed a seven-day butter record of 43.34 pounds. To do this she gave 745.5 pounds milk, averaging 4.62% fat. At this writing (March 29) she has completed twenty-five days on her thirty-day test, and seems certain to annex this Championship likewise.

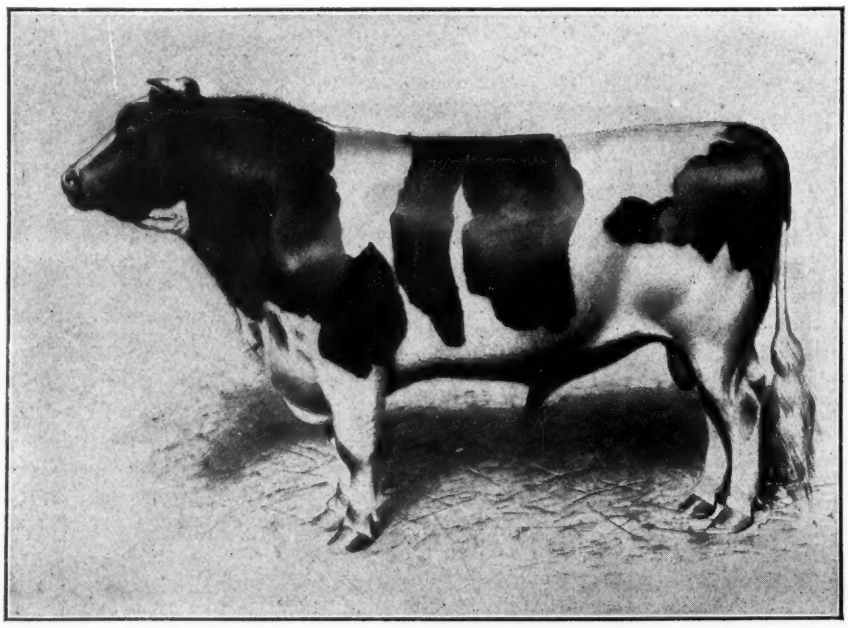
Spring Farm Pontiac Lass No. 106812 was bred by Stevens Bros. Hastings Co., Liverpool, N. Y., and was born September 6, 1907 at Clinton, N. Y., in the herd of Francis M. Jones She was sired by King of the Pontiacs, who now has a strong claim to the title of "Greatest sire of the breed." Everyone knows that King of the Potniacs was by Pontiac Korndyke and from a 28-lb. daughter of Hengerveld De Kol; that he stands at the head of Brookside Herd, owned by Stevens Bros. Co., Liverpool, N. Y., and that his daughters outclass similarly aged daughters of any other sire. Sixteen of his two-year-old daughters have completed semi-official year's records, the entire number averaging 16,459.4 lbs. milk, 766.01 lbs. butter. This butter production it will be seen is something over 70 per cent. greater than the requirements for the aged cow class, and is nearly two and one-half times as great as the requirements for the junior two-year-old division. More extended mention of the achievements of King of the Pontiacs will be given at some future time.



PONTIAC PET

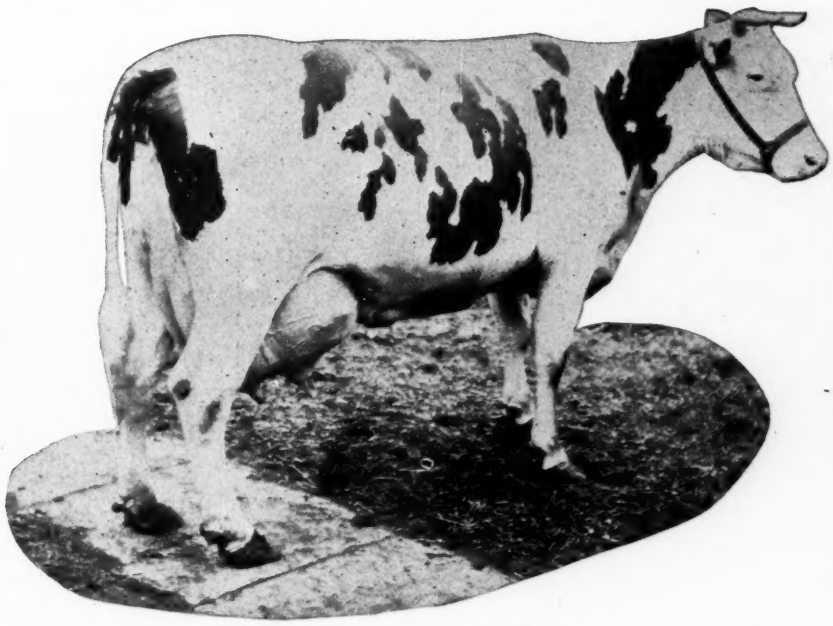
Butter 7 days 37.68
World's Record when made)
A three-fourths sister to King of the Pontiacs. Owned by E. H. Dollar, Heuvelton, N. Y.

The dam of Spring Farm Pontiac Lass is Tweede De Kol Lass, who has just made a seven-day record of 34.31 lbs. butter, with a larger milk production than her daughter. She was sired by Pietertje Tweede 2d's De Kol, who was by De Kol 2d's Butter Boy 3d and from Pietertje Tweede 2d, a 19-lb. daughter of Inka Princess Pietertje Pledge. Another daughter of Pietertje Tweede 2d's De Kol, Tweede White Lady, has just made for Mr. Jones 37.45 lbs. butter in 7 days, 149.93 lbs. in thirty days, and



KING OF THE PONTIACS

The s're of the 43 lb. cow, and others.
Owned by Stevens Bros. Co., Liverpool, N. Y.



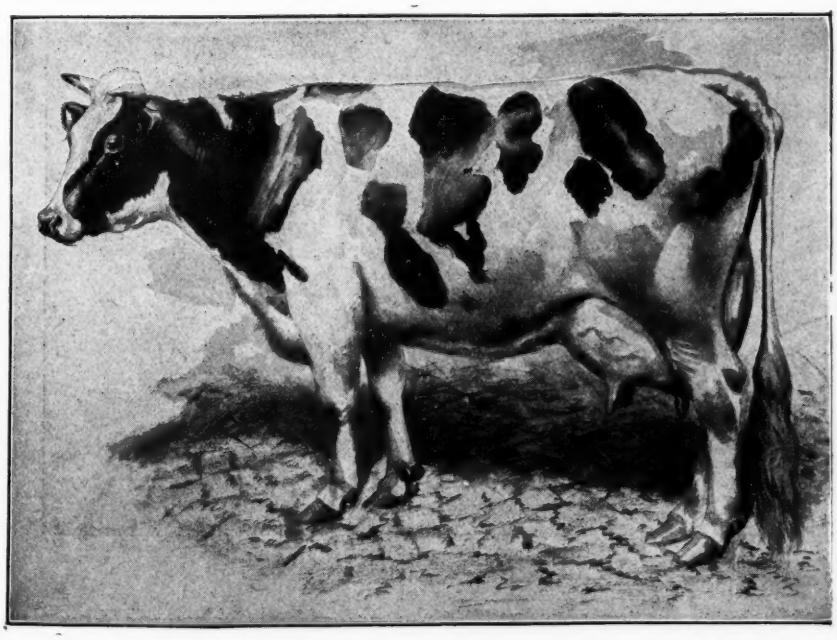
PONTIAC CLOTHILDE DE KOL 2D

Butter 7 days 37.21
Butter 30 days 145.29
Butter 1 year 1271.60
The first 37 lb. cow.
A three fourths sister to King of the Pontiacs. Owned by Stevens Bros. Co., Liverpool, N. Y.

is just finishing a great sixty-day record. Tweede De Kol Lass was from Plum De Kol Lass 2d, and untested daughter of Count De Kol Mechthilde, who was by Count Paul De Kol and from Mechthilde 4th's Princess, and Plum De Kol Lass, a 17-lb. daughter of De Kol 2d's Butter Boy and Plum 4th (19.40 lbs.)

It will thus be seen that the New World's Champion, Spring Farm Pontiac Lass, comes of distinguished ancestry in every line, closely combining the blood of King of the Pontiacs, De Kol 2d's Butter Boy 3d, Inka Princess Pietertje Pledge, De Kol 2d's Butter Boy, and Count Paul De Kol.

All hail! The New Queen!



K. P. ALCARTRA

At 3½ years,		At 2 years,	
Butter 7 days	30.87	Butter 7 days	20.42
Butter 30 days	121.29	Butter 1 year	761.46
World's Record when made)		(World's Records when made)	

Dam of the $10,00000 bull, King Segis Pontiac Alcartra.
A daughter of King of the Pontiacs.
Owned by Stevens Bros. Co., Liverpool, N. Y.

IT TAKES ALL KINDS OF MEN TO MAKE THE WORLD

By M. H. Gardner, Supt. of A. R

It takes all kinds and conditions of men to make up this world; and on any given matter the judgment of any man is apt to be affected by his point of view. In one day's correspondence, I received three letters from breeders, each looking at the subject of testing from a different angle. The theme of the first letter was that the short-time test was worthless and the yearly test the only reliable one; of the second, that as long as there was prompt sale for cows with seven-day records, there was no need to test longer; and of the third that both tests were good, but that it needed a combination of the two to really show the productive capacity of a cow. While I agreed fully with the last writer, I could not agree at all with the other two, and told them so.

It is quite customary for men who have climbed to eminence to kick aside the ladder which has aided them; and the shirt-time test is the ladder that has made the long-time test possible. The short-time test has its imperfections, as its advocates fully admit; but its good points much more than counterbalance all that can be said against it. No doubt breeders do test cows in order to make them salable; but the perspective of any man who regards salability as the only reason for testing it, to say the least, very

K. P. LADY

At 4 years	30.45 at 33 mo.		
Butter 7 days	26 68	Butter 30 days	103.71
Butter 1 year	922.17	Milk 1 year	17760.20

One of the best daughters of King of the Pontiacs.
Owned by Stevens Bros. Co., Liverpool, N. Y.

narrow. Any man who loses sight of the fact that testing for advanced registration has for its main object the improvement of the breed will never attain any great success. Such a man is sure to be lacking in the enthusiasm that must be present to differentiate the man who keeps cows from the man whose cows keeps him.

It would seem that one or two supervisors have the idea that this office has ruled against blanketing cows under test. They are in error, as it is often advisable and even necessary to blanket cows when the whether requires it. What the Supt. of Advanced Registry has ruled against is heavy blanketing that causes excessive perspiration and interferes with the relations of the milk solids to the serum. Replying to an inquiry as to whether it is allowable to feed molasses to cows in test, I have ruled that as molasses has always been classed as a food for stock, it is allowable to feed it, and that it is not classed as a prohibited liquid. It may be fed by using any of the commercial so-called molasses feeds, or by mixing it with ground feed of any kind.

If your boy has not developed a judgment that can be trusted on occasion, your work in life has thus far been a failure. Trust to the boy's judgment once—if he fails, teach him; if he succeeds, help him.

MANITOWOC COUNTY MEETING AT MANITOWOC, WIS.

The first annual meeting of the Holstein-Friesian breeders of Manitowoc county was held at the court house of Manitowoc the 15th of March. There were 75 members present. Prof. Humphrey of Madison spoke in the morning on the very interesting topic of organizations and the profits and benefits in organization. In the afternoon the following officers were elected: President, Adolph Otto; Vice President, Patrick Cahill; Secretary, Chas. Hampke; Treasurer, John Loefeld; Directors, Martin Brunner & Nels Johnson. After the lection of officers Roland Kolb, Superintendent of the asylum gave a very interesting talk on Holstein-Friesian cattle. The association intends to hold several meetings to instruct the members how to judge and test and how to breed to a higher standard. They also will try and make Manitowoc one of the Holstein-Friesian centers. So very much interest was shown that it will undoubedly be successful in every way. Fifty-eight members were added the first day.

CHAS. HAMPKE, *Secretary.*

BUYERS AND PRICES AT IOWA BREEDERS' SALE HELD AT WATERLOO, MARCH 18--19, 1913

Le Roy Anderson, Radcliffe, Iowa: Buffalo Estella Beets, $305; Beechwood Judy Sturtevant, $350; calf, $100; Buffalo Bess Johanna, $300.

Chas Adams, St. Joe, Mo.: Buffalo Maurice Doede, $120.

Coe R. Braden, Winthrop, Iowa: May Dee De Kol Wayne, $150.

R. Bohren, Monticello, Iowa; May Hengerveld, $200.

J. A. Ballou, Janesville, Iowa: Calf, $125.

Duke Boehneler & Son, Cedar Falls, Iowa: Buffalo Horace Doede, $120.

W. B. Barney, Hampton, Iowa: Jeek Queen Pauline Korndyke, $125; unnamed entry, $180.

J. E. Brown, La Porte City, Iowa: Beechwood Fannie Sturtevant, $180.

H. E. Brintnall, Winthrop, Iowa: Unnamed entry, $350.

J. M. Chestnut, Dennison, Kan.: Buffalo Ella, $400.

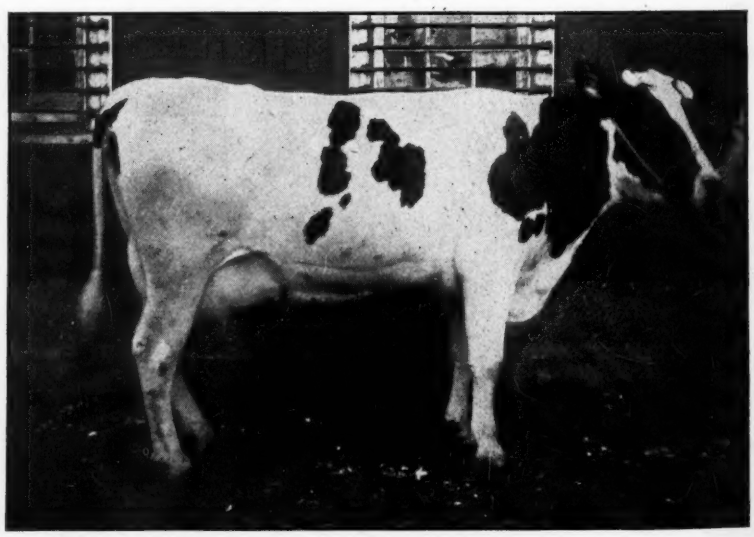
F. C. Christoph, New Hampton, Iowa: Buffalo Daisy Korndyke, $395.

David Coleman, Dennison, Kan.: Christmas Belle Pietertje, $500; Buffalo Caroline, $530; Buffalo Anna Johanna, $360.

Albert B. Dickinson, Lake Geneva, Wis.: Buffalo Forty Beets, $500; Buffalo Juno Johanna, $325.

C. J. Dunham, Cedar Falls, Iowa: Jessie Pel Pauline, $205.

B. F. Flfrink, Chenoa, Ill.: Buffalo Erik, Johanna, $270.



K P LILITH CLOTHILDE

At 4 years (second calf)	
Butter 7 days	27.56
Butter 30 days	113.89
Butter 1 year	1043.28
Milk 1 year	22229.80

(Second largest butter record and largest milk record ever made by a junior 4-yr-old.)
A daughter of King of the Pontiacs.
Owned by Stevens Bros. Co., Liverpool, N. Y.

R M. Elliott, Dike, Iowa: Buffalo Mildred, $400.

Elliott Bros., Wodward, Iowa: Cusha Netherland Twisk, $500.

M. H. Edor, Strawberry Point, Iowa: Beechwood Jennie De Kol, $305.

H. A. Ehrinberg, Waconia, Minn.: Beechwood Pet Ormsby, $200; Beechwood Babe Ormsby, $225; calf, $125.

A. J. Frost, Grund Center, Iowa: Beechwood Topsy Butter Girl, $205; Princess Martha Burke, $150.

J. T. Galford, Vetnura, Iowa; Lady Cornucopia, $255.

Ed Goss, Waverly, Iowa: Buffalo Venus Beets, $300; Buffalo Panzie Skylark, $480.

A. P. Grout, Winchester. Ill.: Sir Pietertje Fobes, $190.

Carl Green, Whiting, Iowa: Johanna Koningen Fobes, $250.

Edward Grimm, Elgin, Iowa: Buffalo Earl Doede, $65.

Ed Gerlack, Fredericksburg, Iowa: Buffalo Aphrotites Beets, $390.

Wm. F. Galtry, Russell, Iowa; Buffalo Lysias Johanna, $350; Buffalo Maia Johanna, $355.

Wm. Galloway, Waterloo, Iowa: Noontide De Kol, $350; Lady Grace De Kol Johanna, $345; Buffalo Annie Skylark, $400; Buffalo Artheusa Johanna, $380; Lady Rosa Hengerveld, $240.

J. Herrick, Fredericksburg, Iowa: Buffalo Adriene Johanna, $280; Westside Prince Baroness Mona, $250.

Thos. Hanson, Cedar Falls, Iowa: Lass Virgie, $195; Princess Clothilde Burke, $150.

W. A. Hubbard, Waverly, Iowa: Buffalo Topsy Johanna, $350.

Roy Husband, Sumner, Ia.: Beechwood Maud Ormsby, $225.

H. C. Horneman, Watseka, Ill.: Boyden Lady, $300; Buffalo Charlotte Johanna, $300; Buffalo Ruth, $330; Buffalo Melita Beets, $295.

S. S. Huntley, New Hartford, Iowa; Vinita Pietertje Hengerveld 2d, $250.

J. M. Jacobs, Forest City, Iowa: Buffalo Porthos Johanna, $155.

M. E. Jalcott, Maynard, Iowa: Shady Netherland Rue, $395.

F. N. Kenny, Watseka, Ill.: Oakhurst Netherland Anna, $350; Buffalo Ursena Colantha, $300; Rhoda Jewel Abbekerk 4th, $290.

U. L. Lashbrook, Northfield, Minn.: White Violet Korndyke, $150.

J. V. Lingenfelter, Altoona, Iowa: Ormsby Verbelle De Kol, $225.

Grant Miller, Waterloo, Iowa: Ona Dikkert De Kol 2d, $250; unnamed entry, $105; Buffalo Burke Doede, $95.

F. S. Miller, Waterloo, Iowa; Lighty De Kol Pondyke, $275.

Eli Messer, Dysart, Iowa: Buffalo Laura Skylark, $330.

L. C. Myers, Shellrock, Iowa: Nutula Colantha, $135.

Guy Monroe, Elberon, Iowa: Lady May Sturtevant, $250.

Wm. McKeron, Graham, Oregon: Buffalo Melita Beets, $300.

McKay Bros., Waterloo, Iowa: Pledge Fayne De Kol 2d, $160.

W. H. McIntosh, Dunkerton, Iowa: Buffalo Eleanor Skylark, $335; West Side Fransje Princess, $200.

C. A. Nelson, Waverly, Iowa: Pietertje Gerben Korndyke, $155.

Grover Nethaway, Burton, Mich.: Nudine De Kol Daw, $200; Patty Coin Pietertje, $215; Buffalo Abigail Beets, $200; Friend Aaggie De Kol Queen 2d, $300; unnamed entry, $200; Lady May Sturtevant, $395; Ethel Pansy, $230; Anna Pondyke Duchess, $250; Oakhurst Inka Sharp, $350; Maple Leaf Aaggie Cornucopia, $225; Polly Hengerveld De Kol, $205.

Ludwick Petrak, Cedar Rapids, Iowa: Buffalo Poppy Beets, $300; Buffalo Henry Doede, $140.

Wm. Peick, Littleport, Iowa: Buffalo Walter Doede, $150.

Chas. Rohr, Elma, Iowa; Aaltje Wayne De Kol 4th, $175.

Geo. C. Ruegnitz, Littleport, Iowa; Unnamed entry, $140.

F. E. Roderick, Clarno, Wis.: Buffalo Goliath Beets, $250.

Ross & Diehl, Fairbank, Iowa: Buffalo Molly Beets, $450.

Albert Reharst, New Hampton, Ia.: Martia Girl Imperial, $175.

E. S. Sewell, Waverly, Iowa: Buffalo Belle Skylark, $350.

J. M. Schmidt, Motly, Minn.: Buffalo Akbar Johanna,, $305.

Bert Siver, Stander, Minnesota: Beechwood Bird Ormsby, $200; Rosa Inka De Kol, $225; Buffalo Artis Beets, $320; Molly De Kol Pondyke, $350.

J. D. Stalter, Gridley, Ill.: Buffalo Belle, $405.

H. A. Smucker, Waterloo, Iowa: Diotime Alcartra, $400.

Mark Sweeney, Watseka, Ill.: Buffalo Lois Johanna, $500.

H. H. Schroedermier, Waverly, Ia.: Buffalo Friend Colantha, $305; Buffalo Bodora Beets, $295; Sheridan Johanna Wayne De Kol, $285; Buffalo Ruth Beets, $300; Netherland Belle Pondyke, $210.

M. E. Talcott, Maynard, Iowa: Imidla Johanna, $170.

J. M. Verdier, St. Joseph, Mo.: Buffalo Hugo Beets, $175.

J. R. Walker, Parkersburg, Iowa: Artis Leafy 2d, $200.

Fred C. Ziemer, Waconia, Minn.: Mercedes Milkmaid Korndyke, $135; Buffalo Marcia Doede, $225; West Side Zuba Princess, $225.

HOLSTEIN-FRIESIAN TESTS IN PROGRESS IN WISCONSIN

The following is a list of supervisors now engaged in conducting official weekly tests of Holstein-Friesian cows under our direction.

SUPERVISORS AND OWNERS.

Fred Alt—John Bradley, Randolph.

Walter Axley—Jos. P. Roeckel, Lark.

A. O. Bayley—W. H. Ascott, Sparta.

R. B. Billings—Stepenson Farm, Kenosha.

I. Blood, Jr.—Pabst Farm, Oconomowoc.

John H. Clark—Geo. R. Schaefer, Appleton.

Arthur E. Dufenhorst—Frank T. Holt, Pleasant Prairie.

Warren Hoover, Dr. M. W. Downing & Bro., Waukesha.

John M. Kroll, Harvest Farms, Mayville.

L. F. Murphy—Ed. M. Schultz, Hartford.

Norius I. Nelson—C P. Barker, Chippewa Falls.

Clarence Onsrud—Jesse Crump, Lake Mills.

Geo. A. Page—H. E. Reddelien, Oconomowoc.

H. W. Schuette—Geo. F. O'Neil, Thiensville.

A. M. Sersted—Anthony Engebretson, Gratiot.

Jas. A. Smith—S. B. Jones & Son, Watertown.

M. H. Weymouth—S. A. Baird & Son, Waukesha.

Orson P. Williams—M. W. Demerit, Lake Mills.

ROY T. HARRIS, *Assistant in Dairy Tests, Wisconsin College of Agriculture.*

Field Notes

The next article of the illustrated World Series by M. S. Prescott will feature the Clyde family.

* * *

The address of John G. Voss, formerly of Elkhorn, Wis., is now Bartlett, Ill., where he is in charge of the large Holstein-Friesian dairy farm of S. P. Stevens. The farm is one mile from Bartlett and eight miles from Elgin.

* * *

Yes it is astonishing, but the 43.34-lb. cow is here and a write-up of her appears even in this issue. In reply to a phone call, Mr. Jones said it would be impossible to get a photograph of her in time for this issue. Her picture will appear in the next number of the Eastern Edition.

* * *

You have heard of Caroline Paul Parthenea, the largest producing cow in the Wisconsin Dairy Cow Competition. She is still in the ring and now at the age of 12 years has just made the remarkable weekly record of 34.85 lbs. butter, whch makes her the champion cow of Wisconsin. She is owned by Mr. R. J. Schaefer of Appleton. A picture of this cow with a well illustrated write-up of Mr. Mr. Schaefer's herd will be one of the interesting features of a subsequent issue.

Editor H.-F. World, Madison, Wis.
Your paper is O. K. Prescott's articles are of great value to anyone wishing to learn pedigrees.

S. B. PECK.

Boyceville, Wis.

HOLSTEIN-FRIESIAN WORLD

WESTERN EDITION

A Bi-weekly Journal for the Holstein-Friesian Breeder, the Dairyman and General Farmer.

Entered as second class mail matter February 12, 1912, at the postoffice at Madison, Wisconsin, under the Act of March 3, 1879.

Published in connection with our Eastern, Bi-weekly Edition, entered at the Ithaca (N. Y.) Postoffice as second class mail matter, making the only weekly paper in the world devoted exclusively to the Black and Whites.

Issued on alternate Saturdays from Madison, Wis., and Ithaca, N. Y.

I. S. Brown, B. S. A., Editor Western Edition, Vroman Block, Madison, Wis.

C. G. Brown, B. S., B. S A., Publisher and Editor Eastern Edition, Ithaca, New York.

Assisted by a corps of able contributors.

Subscription price, One Dollar per year in advance.

This entitles the subscriber to receive both Western and Eastern Editions.

Personal checks will be accepted for sums not less than $1.00.

Payments of less than One Dollar may be made in one-cent or two-cent postage stamps.

The date following the address on the wrapper of each paper indicates the time to which subscription is paid.

When a subscriber wishes his subscription discontinued he should notify his nearest office.

Offices of publication, Madison, Wis., and Ithaca, N. Y.

Approved cuts of meritorious Holstein-Friesian animals, when furnished, will be published free of charge.

If Photographs are sent, cuts will be charged for at cost price.

All matter for publication must reach the editor by Tuesday of the week of publication to insure appearance in current issue.

Advertising rates sent on application.

Address your nearest office of publication.

Editorials

Iowa Breeders' Sale.

The Iowa Breeders' Sale took place, as scheduled, at Waterloo, March 18th and 19th. Excellent weather prevailed and the sale was a striking success, particularly as it was the first sale attempted by its promoters. However, no apologies have to be offered as the sale would have been a credit to any of the big auction sale centers of the country.

The attendance was exceedingly good, being close to 350 and good buyers were present from all parts of Iowa and from Missouri, Kansas, Michigan, Minnesota, Illinois and Wisconsin. Other states were also represented.

The consigners were McKay Bros., R. B. Young, Elliott Bros., D. J. De Hoogh, W. A. Speer, J. L. Mason, H. A. Smucker, and J. R. Thomas. None of the cattle entered were undesirable and as a whole they were truly a fine lot—all were fitted up in good sale condition, all were desirable individuals, all were well bred and they sold right, at good substantial prices. No phenomenal prices were received, but after all a high average is most to be desired and they certainly averaged well. The average straight through, including all animals sold was $268. The 113 animals sold brought a total of $30,305.

Four animals consigned by R. B. Young brought $500 each. These were Cusha Netherland Twisk, Christmas Belle Pietertje, Buffalo Lois Johanna and Buffalo Forty Beets. Cusha Netherland Twisk was an excellent individual with a record at five years of 720.80 lbs. butter and 17,780.70 lbs. milk. Buffalo Beets is a grandson of Paul Bets De Kol and from a nearly 25-lb. dam. Many good animals were sold around $400.

An unusually large number of small buyers were present which means that these good animals are distributed over a much wider territory and will serve much more effectively in bringing up the dairy average of the country than if they had been purchased by but a few breeders. Among the larger buyers, we mention H. C. Horneman of Watseka, Ill., with eight head for $2,725; Henry Schroedermier & Son of Waverly, Iowa, with five head for $1,395; and Grover Nethaway of Burton, Michigan, with nine head for $2,570.

There can be no doubt but that these buyers will be so well pleased with their purchases that they will return again next fall to attend the Iowa Breeders' second sale which is scheduled for October 16, 1913.

Dealing in a Delusion

The February 14th issue of *Hoard's Dairyman* contained a short editorial with the head line, "Dealing ni a Delusion." The editorial is well named, for the *Dairyman* is certainly dealing in delusion and the delusion is all under their own hat. Following we give the editorial complete:

"Mr. F. L. Houghton, Secretary of the Holstein-Friesian Association, in an address before the American Breeders' Association in Washington, D. C., in 1908, gave certain body measurements which he claimed marked the difference between the 20-pound butterfat class of cows and those capable of yielding 30 pounds. We shall comment only on one, the girth just back of the fore legs which Mr. Houghton in common with a great number of cattle writers take as an indication of the size of the lungs and heart.

"No bigger humbug ever fastened itself in the minds and judgments of men than this. The girth at this place on the body has nothing whatever to do with the heart and lung power of either horses or cattle. Writers and speakers have simply taken it for granted that the statement was true without verifying the fact by actual demonstration as they should. In several instances we have found big bosomed Shorthorn cows showing a large girth at the chest to the block, only to find that their heart and lungs were actually much less in weight and functional capacity than some little Jersey cow that measured several inches less in girth at the chest.

"Take the race horse or the trotting horse and compare his heart and lungs with those of some massive Percheron who will girth several inches more. The heart and lungs of the race horse show by the work they do that they are larger and more capacious in every way than those of the big chested draft horse that will measure several inches larger in girth at the chest.

"It is time this erroneous statement was challenged and forced to submit to anatomical proof for the truth of its existence."

Such "actual investigation" as this is positively pitiful. It scarcely admits of comment. Of all things, just think of a scientific man comparing dairy cows with Shorthorns and trotting horses with Percherons in order to prove that there is no difference in the size of the heart and lungs of a 20-lb. cow and a 30-lb. cow. Great Ceasar's Ghost, we are dumfounded! ! ! !

Sworn Statement.

The publication of the following statement is required by act of Congress, August 24, 1912.

The Holstein-Friesian World, Western Edition is edited by Ira S. Brown, Madison, Wis., and the publisher and sole owner of the same is Chas. G. Brown, Ithaca, N. Y.

Sworn to and subscribed before me this 24th day of March, 1913.

JOSEPH N. BERG,
Notary Public.

The illustrated, World Series by Mr. Prescott will continue throughout the year. Study the one in this issue and see if you can afford to be without the series.

A man may think he is dignified when he is only stiff.

NEW ADVERTISEMENTS

Wanted to buy six pure bred heifers or cows. If you can supply them write Kirkpatrick Bros., Lime Ridge, Wis.

Read the new advertisement of the Jackson Automobile Company in this issue and learn about Jackson comfort and quality. Send for one of the new catalogs to 1480 E. Main St., Jackson, Michigan.

Read the announcement of the great sale coming off June 4th in northwestern Wisconsin, conducted by the N. Dunn & St. Croix Co., H.-F. Association, S. B. Peck, Secretary, Boyceville, Wis.

Public Sale of 50 head at Cortland, N. Y., April 15th. Many heavy milkers. A majority of the offering in calf to a 28-lb. bull. Send for catalog to R. H. Beard, Cortland, N. Y.

Escaped from the Poor-House. Both Korndyke Pontiac Pet and Isaac Dalrymple have gone away from Preston, N. Y., and are now located at Otselic, N. Y. Remember this and order your bull calf from Otselic.

Send for a catalog of the 7th Annual Sale of the Lake Mills H.-F. Breeders' Consignment Sales Co. The sale to be held at Lake Mills, April 30th. 100 head of the best individality and breeding to be sold. Send for a catalog.

Here is a good buy—a yearling bull, sired by Aaggie Cornucopia Johanna Lad 7th, whose dam and sire's dam average 32.75 lbs. Dam a 22-lb. daughter of Paul Beets De Kol. Write for pedigree and price to A. W. Brown & Son, W. Winfield, N. Y.

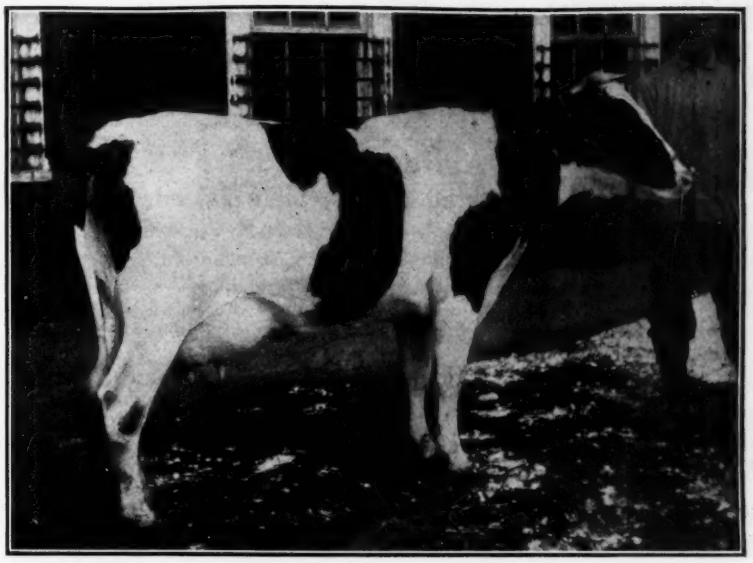
Stevens Brothers Company have a remarkable offer, whereby for $200 you can get a herd sire from the best breeding in the World, one closely related to the new 43-lb. cow, to Pontiac Clothilde De Kol 2d, etc. Enough said, read the advertisement.

$100 buys a fine bull calf with 40-lb. backing. Sire is a son of the 40-lb. bull, Johanna McKinley Segis. Dam a fine A. R. O. daughter of Sir Ormsby Hengerveld De Kol, sire of a 35-lb. cow. Calf is a splendid individual, largely white. Write C. C. Fries & Son, Richland Center, Wis.

Buy a bull calf and a good one. Here is one, beautifully marked, sired by Pietje Alcartra Fayne, whose four nearest dams average over 31 pounds. The dam of the calf is a 24-lb. three-year-old granddaughter of Hengerveld De Kol. $200 buys him. Write J. W. Prentiss & Son, Alstead, N. H.

At farmers' prices, a few 8 to 10 year old cows to freshen this spring. Also 10 head of extra fine bull calves, 4 to 8 weeks old from registered sires and out of pure bred, unregistered dams. Excellent for grading up a herd. Write John Mittmann, Pleasant View Farm, Muscatine, Ia.

A yearling and one of the strongest bred Prilly-Walker bulls of the breed. All show bull, light in color and ready for immediate service. Dam, a prize winning show cow. Sire's three nearest dams average 29 lbs. Price only $75. He will go fast at that price. Write H. A. Prescott, Bellevue Herd, Lacona, N. Y.



K. P. GIRL

A daughter of King of the Pontiacs and dam of King Segis Pontiac Combination, now owned by William Galloway, Waterloo, Iowa.

BLUE BLOODED BULL BOUGHT BY BILL GALLOWAY

By G. H. TRUCKELL.

Gallway of Waterloo, Iowa, the implement king is known to all readers of agricultural papers. Many know that he is a seed raiser and farms on an extensive scale, but do not know that he is a cattle breeder. The facts are that he has herds of at least two different breeds, Ayrshires and Holstein-Fiesians.

William recently purchased of Stevens Brothers Company, three head of their highly bred Holstein-Friesians, two fine heifers and King Segis Pontiac Combination, son of King Segis Pontiac and K. P. Girl.

King Segis Pontiac as most everyone interested in Holstein-Friesian cattle knows, is the son of King Segis, of Moyerdale fame, and Pontiac Clothilde De Kol 2d, 37.21 lbs. butter in seven days, 145.29 lbs. butter in thirthy days and 1271.6 lbs. butter in 365 days, all world's records at time of making. Pontiac Clothilde De Kol 2d is the only cow that ever made three separate thirty pound records. She made these three different years at successive lactation periods. This wonderful cow has made five official records which average 30.13 lbs. butter in seven days.

K. P. Kirl, dam of Mr. Galloway's herd header, calving at two years old, made an official record of 22.74 lbs. butter in seven days, 90.96 lbs. butter in thirty days. She was semi-officially tested for the year and produced 16,467.4 lbs. milk, 716.77 lbs. butter during that period. Her dam was Pontiac Maia, 24.65 lbs. butter in 7 days, a splendid daughter of Hengerveld De Kol. Pontiac Maia was the best veined cow that ever stood in the Brookside barns. She is dam of three A. R. O. daughters, one of which, Pontiac Maia 2d produced 664.25 lbs. butter in a year as a two-year-old, world's record at time of making.

K. P. Girl is a daughter of King of the Pontiacs, who now has eighty daughters in advanced registry. He is sire of the new world's record cow, Spring Farm Pontiac Lass, who has just made a phenomenal record of 43.34 pounds butter in seven days and is still in test and exepected to make a new world's record for thirty days. Three other daughters of King of the Pontiacs have made better than thirty pounds butter in seven days. In all, twelve world's butter records have been made by daughters of King of the Pontiacs and Spring Farm Pontiac Lass bids fair to add the thirteenth.

Are You Looking For Good Holsteins?

Come to the Seventh Semi-Annual Sale of the Lake Mills Holstein-Friesian Breeders' Consignment Cale Company,

APRIL 30, 1913, LAKE MILLS, WISCONSIN

Pure Bred. Registered. Tuberculine Tested. 100 Head Unfaulted Individuals. Choice Heifers, High Record Cows, Splendid Sires.

Every animal over six months old tuberculin-tested to go into any state.

Daughters of the best sires of the breed bred to bulls as good or better than their sires. Choicest young heifers from A. R. O. cows. A few bulls not to be faulted in breeding or individuality. A. R. O. cows with large records. Send for catalogue.

F. H. Everson, General Manager, Lake Mills, Wis.

E. M. Hastings, Sales Manager, Lacona, N. Y.

Now thirteen is believed to be an unlucky number so we do not expect that the K. P. heifers will be contented with that number very long.

King Segis Pontiac Combination combines in the closest possible degree the blood of the best transmitting sires of the breed,—King Segis, Hengerveld De Kol, Pontiac Korndyke and King of the Pontiacs.

There is no better blending of breeding, hence the name—King Segis Pontiac Combination. He cannot fail to prove a great sire.

One of the heifers Mr. Galloway bought, freshened at Waterloo and we don't know just how much she gave but have heard that Mr. Galloway had presented President Wilson with one of his fine Ayrshire cows. Evidently there was a surplus of dairy products at Waterloo and Mr. Galloway followed the example of many others who keep more than one breed and when the merits of Holstein-Friesians were fully shown immediately sell, slaughter or gave away their cattle of other breeds.

SUMMARY OF OFFICIAL RECORDS OF HOLSTEIN-FRIESIAN COWS

From Feb. 7, to Feb. 17, 1913.

Unless otherwise mentioned, these records are for a period of seven consecutive days They are made under the careful supervision of the State Agricultural Colleges or Experiment Stations, and their accuracy is vouched for by them; no private records are reported by the Holstein-Friesian Association.

During the period from February 7th to 17th, 1913, records for 250 cows were received and have been accepted for entry in the Holstein-Friesian Advanced Register; three of which were extended to fourteen days, thirteen to thirty days and one to ninety days. The averages by ages or classes were as follows:

Seventy-two full aged cows averaged: age, 6 years, 9 months, 26 days; days from calving, 26; milk, 478.3 lbs.; per cent fat, 3.54; fat, 16.95 lbs. Twenty-two senior four-year-olds averaged: age, 4 years, 9 months, 5 days; days from calving, 19; milk, 437.8 lbs.; per cent fat, 3.59; fat, 15.725 lbs. Twenty-one junior four-year-olds averaged: age, 4 years, 2 months, 2 days; days from calving, 16; milk, 432.8 lbs.; per cent fat,3.53; fat, 15.293 lbs. Twenty-seven senior three-year-olds averaged: age, 3 years, 9 months, 8 days; days from calving, 25; milk, 417.9 lbs.; per cent fat, 3.58; fat 14.98 lbs. Twenty-two junior three-year-olds averaged: age, 3 years, 2 months; days from calving, 29; milk, 377.3 lbs.; per cent fat, 3.67; fat, 13.861 lbs. Thirty senior two-year-olds averaged: age, 2 years, 8 months, 26 days; days from calving, 39; milk, 332.9 lbs.; per cent fat, 3.54; fat, 11.784 lbs. Fifty-six junior two-year-olds averaged: age, 2 years, 1 month, 22 days; days from calving, 31; milk, 327.1 lbs.; per cent fat, 3.42; fat, 11.177 lbs.

This herd of 250 animals, of which nearly one-half were heifers with first or second calves, produced in seven consecutive days 101,042.8 lbs. of milk, containing 3,576.343 lbs. of butter-fat; equivalent to 57.74 lbs. or 3.54 per cent fat. The average production of each animal was 404.2 lbs. of milk containing 14.305 lbs. of butter-fat; equivalent to 57.74 lbs. or 27.5 quarts of milk per day, and 16.69 lbs. of the best commercial butter per week. The average per cent fat runs nearly as high as for the last issue, and the junior two-year class again averages above 11 pounds fat. It now seems that the average per cent fat for the current fiscal year will exceed the average for last year.

This issue of the Official Reports and the list of full-aged cows is headed by Lieuwkje Lynfeld Pleasant Valley Kate, 26.193 lbs. fat from 579.6 lbs. milk. This cow has been tested many times, making a gradual increase each year; and she has now reached the fine record here shown. Our old friend Daisy Grace De Kol, that holds the junior four-year-old record in the semi-official division with over 962 lbs. fat in 365 days, comes before the public again in this issue with 25.545 lbs. fat from 581.4 lbs. milk in seven days, 103.195 lbs. fat from 2,381.7 lbs. milk in thirty days. She fails to reach her former seven-day record by a little less than one-half of a pound fat; but she much exceeds her former 30-day record and shows that her year's work has not had any detrimental effect whatever. In the last issue of these reports, great records were reported for the Michigan cow Traverse Princess Weg for 7, 30 and 60 days; and now we have a wonderful 90-day record of 300.292 lbs. fat from 8660 lbs. milk. For ninety days this surpasses anything ever done before by an cow of any breed; and on her second verification test, made the ninety-seventh day of her test, she still produced 3.137 lbs. fat from 92.1 lbs. milk. After completing her official test she is to be placed on semi-official yearly test; and we will then get the opportunity of finding how she will hold out. She certainly is a most wonderful cow.

The Indiana cow Daisy Wadnah and the California cow Pet Salambo of Riverside both exceed 25 pounds fat, the difference in production being but a hair-breadth; the former producing 25.296 lbs. fat from 477.3 lbs. milk and the latter 25.252 lbs. fat from 610.4 lbs. milk. Among the

full aged cows the 24-pound list is represented by the three following records: Maple Crest Pontiac Flora Hartog, 24.261 lbs. fat from 573.2 lbs. milk; Spotted Ann Daughter, 24.119 lbs. fat from 467.9 lbs. milk; and Pearl Wartena, 24.086 lbs. fat from 701.1 lbs milk in 7 days, 93.97 lbs. fat from 2,803.5 lbs. milk in thirty days. Pearl Wartena gains additional honor by averaging in excess of 100 pounds milk per day while producing above 24 pounds fat in one week. In the 22 pound list are Lothian Maggie De Kol, 22.984 lbs. fat from 705.4 lbs. milk, and Korndyke Bernie De Kol, 22.463 lbs. fat from 521.3 lbs. milk; the former of these adding one more to the Holstein-Friesian list averaging above 100 lbs. milk per day.

SUCCESSFUL METHODS OF ADVERTISING

Paper by S. A. Baird read at the Meeting of the Waukesha Co. H.-F. Breeders.

When our President, Mr. Swoboda, assigned the topic "Successful methods of advertising" to our careful consideration, he also said, "We desire to make and keep Wauksha County an important Holstein-Friesian center. As a County we have a goodly number of excellent herds, we need more of them, and our County Association should encourage and point the way for the beginner.

No more laudable statement could be made from the most successful Waukesha County Breeder of Holstein-Friesians. For at no time in the history of our County has there been such a demand for both grade, and pure breds, from the west, the north, and the south, to be furnished with Holstein-Friesian cattle, than at the present time.

Has not this condition very largely been brought about by this County Association, and its efficient officers advocating the raising of healthy cattle, as well as more, and better cattle. Have they not been a large factor in bringing inquiries and resulting sales to its members. Then is it not most desirable that every one meeting the requirements of membership, become a "booster" for co-opeerative and association work. By so doing we become more progressive as well as being financially bettered. This is surely one of the most commendable ways of advertising, and long may it continue to be successful.

When it comes to the individual advertising, the first and most requisite thing is to have the goods, i. e., the Holstein-Friesian cow or her progeny from a pure bred sire. If you have this stock from well recognized and popular blood lines of the breed, you will find that others have tising for you. It may be by a superior type or strain of breeding. It personally done a whole lot of advermay be connection with a nice official 7-day or a 30-day, or a yearly production record. Depend upon it, these official records have cost some one a considerable sum of money. Therefore if you can financially see your way clear to do it, prepare for future successful advertising by securing foundation stock from Advanced Registry Official dams. At least secure a sire from an A. R. O. dam. It should pay you well.

Every one appreciates nicely marked Holstein-Friesians. But did you know 20 years ago, pure bred Holstein-Friesian bull calves were sold to the butcher because they were too white to meet the requirements in color. Did you ever give it a thought, that when you have a herd of 20 or 30 nearly all white Holstein-Friesians, you will then advertise your ability to successfully or otherwise keep as many white horses clean, and from showing their own soiling. Have you ever tried to keep a white horse, white and clean? The white points of feet and switch, we should all favor, but isn't the nicely marked, or about half white and black Holstein-Friesian the one that pleases you well?

If possible prepare for future successful advertising by avoiding the reproduction of the sloping rump, the pendulum udder, and other undesirable, points. I think it was Supt. Gardner who said, he would rather have a typical Holstein-Friesian cow without an A. R. O. record, than have a record with an undesirable cow, or word to that effect. Therefore keep well in mind, both qualities, type and production.

The heifer calves, or female progeny of high class Holstein-Friesians, either grades, or pure breds, are too valuable to sell to the drover, or to advertise on the farm black board.

Advertise all of your surplus stock in the Waukesha County Holstein-Friesian Semi-annual Sale Bulletin. And note the inquiries received, and the sales made therefrom. If we are seeking a wider advertising medium than the Sale Bulletin, then let us advertise in the class of newspapers whose many readers desire the grade of Holstein-Friesians you raise. By doing so, we avoid answering many inquiries that are unlikely to lead to sales, and to the disappointment of the inquirer, who is breeding up and not down.

Ads should be made specific, and should the Live Stock Editor have the genius to make them appear doubly attractive and appealing to the prospective purchaser, it remains for you to show the inquirer where you have the quality of stock most sought for.

The cost must be considered with results obtained. This will be a pretty safe criterion for you to base future advertising upon.

If you have the real bred-in-the-

Pleasant View Stock Farm

A few choice bull calves from such sires as Clothilde Concordia and King Prilly Segis and from excellent dams. Prices right for quick sales.

Alton Miller. Fort Plain, N. Y.

Woodcrest Farm Holstien-Friesians

A few choice bull calves for sale, sired by Homestead Girl DeKol Sarcastic Lad and Pietje 22nd's Son, from yearly tested dams. Write for pedigrees and prices. All females are being retained for our first annual sale, May 29th, 1912.

A. S. CHASE Mgr, Rifton N. Y.

READY FOR USE.

Young sire born March 20, 1912.

We are offering another son of **Admiral Walker Pietertje** out of a 25 lb. cow. The dam is a superior individual of proven transmitting ability.

This is one of the best young bulls we have ever seen for his age.

Write for description and price.

BONALEVA FARMS

R. E. CAPIN & SON,

BATAVIA, N. Y.

INDIAN GARDEN FARM

offers a few bulls 1 to 6 month's old sired by Clyde De Kol Boon, son of Sir Clyde. Also a few heifers 1 to 3 months old; and will sell 10 cows all safe in calf to Clyde De Kol Boon.

Write your wants to

FRANK L. HILKER, Watertown, Wis.

$100 BUYS

bull calf with 40 lb. backing, born Oct. 31, 1912.

SIRE—King Johanna Korndyke Segis, a son of **Johanna McKinley Segis.** (the 40-lb. bull) from a 22.85 lb. daughter of **Korndyke Wayne Paul De Kol,** a son of **Belle Korndyke** 25.77 lb.

DAM—A splendid A. R. O. daughter **of Sir Ormsby Hengerveld De Kol,** sire of **Pietertje Maid Ormsby,** 35.56 lb. Color ⅞ white and a nice straight individual. Write for further particulars to

C. C. FRIES & SON

Richland Center Wis.

purple stock, you will not think of advertising it in the Ladies Home Journal, or in the Saturday Evening Post, and expect to obtain results. You will consider most favorably such papers as the Holstein-Friesian Register, the Holstein-Friesian World, Hoard's Dairyman, Wis. Farmer, or Wis. Agriculturist whose readers are among the most progressive breeders of Holstein-Friesians. While this class of purchasers are the most exacting in their requirements yet they will pay you your price when you can fully meet them on the desired qualifications.

Whether you prefer to use classified, display or a small ad change it frequently. Then you will not tire the readers of your ad. Neither will they consider you a dead one, with nothing new.

In our community many cattle are bought or sold on description only, and are not seen by the purchaser until paid for, and they arrive safely at the purchaser's home station. In such instances make it a point to agreeably surprise your buyer, either in the thrifty growing condition you kept the animal in while in your hands, or in the way you provided for its comfort in its safe transit. See that the purchaser does not have to worry from unnecessary delay on your part, in receiving his certificate of Registry and Transfer papers from the office of the secretary of our Association. Keep the purchaser well infromed from time to time what its nearest blood line Holstein-Friesians are doing by way of increased records in production. In fact don't forget to treat him just as we would like to be treated under similar conditions. Never consider the transaction closed because you get your price, and the purchaser got the Holstein-Friesians he bought, for that much is due even to the man who buys our junk. Rather consider that you have entered into an unwritten partnership with your purchaser and assist him in many of the various ways I need not now mention, until he becomes better established in good dairy cattle than he was before you first met him, or made his business acquaintance. This is one of the good ways to advertise and is most fully appreciated by those you are dealing with.

We have in mind a local breeder who declined to sell certain Holstein-Friesians advertised, where the price asked had been received by mail. With explanations that the animal in question would not meet his expectations, or requirements, the money was returned. The sale was lost but not the breeder's reputation. It is an open question for you to determine if this is one of the successful ways of advertising or not.

For real genuine advertising that costs you good money, with some hard labor, and disappointments ex hibit at several State Fairs, including other states than Wisconsin, or one of the several annual Dairy Shows. Elbow up against the millionaire exhibitor who has rounded up his traveling show herd from the selective select herds of the breed. Then it is, the Judge of the exhibit by the placing of the ribbons, will tell you as a breeder of Holstein-Friesians whether you have lived up to your privileges or not. A successful exhibit is successul advertising. In connection with this permit me to mention the remark of a prominent Waukesha Co. Holstein-Friesian breeder, who has exhibited at Fairs for more than 30 years, "Some one *must* represent our breed of cattle at the Fair, whether we win or not." This kind of exhibiting does more than successfully advertise the individual herd. It gives you an insight into the unselfish character of some of the local breeders who have succeeded in establishing fine herds of Holstein-Friesians.

Among the many other factors unmentioned entering into "successful methods of advertising, is our local and County newspapers. A factor not always appreciated. Have you ever noticed local papers publishing gratuitously as news the sale of a $3,000 Shorthorn, to a far away purchaser, or the sale of a $30 Rooster at the "Poultry Show" (and they would willingly do as much for you)? Not unfrequently these sale and other items are copied by the press of other States, especially is this true of our County Breeders Association proceedings since first organized.

Then is it not well to remember in a substantial way our local publishing houses when ordering Hand Bills, Sales Lists, Programs, or the complete enevelope and letter heads used by the successful breeder and advertiser, instead of sending to a distant city for them? Indeed we believe a mutual exchange of business, and the publishing of transpiring events as news, would be more than advantageous to the individual or Association who believes in advertising thoroughly.

In availing ourselves of the frequent opportunities to locally advertise, we are best educating ourselves to raise more and better Holstein-Friesians, and to a wider and more liberal advertising of our dairy cattle.

To our Guernsey and Jersey friends (and we have many of them) we have frequently used the word Holstein-Friesian, because we are in a Holstein-Friesian meeting. As our guests to-day we believe you share with us in the sentiments expressed, and will be equally as active in successful methods of advertising this community as a dairy and pure bred stock center.

ALWAYS READS THE WORLD

Feb. 1, 1913.

Editor H.-F. World, Madison, Wis.

The World is becoming more and more valuable since you are giving the write-ups of the prominent families of the breed. Though I have a stack of mail coming to my desk, I find time to run through your paper whether I do others or not.

E. E. REED,
President Lenox College.
Hopkinton, Iowa.

YEARLING BULL

Light in color, ready for immediate service. Sire—Prince Prilly Gelsche No. 72922, whose three nearest dams have records averaging over 29 pounds. One of the strongest bred Prilly-Walker bulls of the breed. Dam—**May De Kol Pietertje 56687.** A 12-lb. junior two-year-old daughter of **Lamb De Kol Pietertje.** A prize winning show cow. Two A. R. O. daughters, one a 26-lb. four-year-old.

Price — for immediate sale — $75.

BELLEVUE HERD,

H. A. Prescott —:— Lacona, N. Y.

Each week we present you with a finely illustrated article of one of the World's record or other great animals of the breed. Can you afford to miss them?

Great Holstein Sale in Wisconsin

The N. Dunn & St. Croix Co. H.-F. B. Association will hold their first annual sale **June 4th 1913** at **GLENWOOD CITY.**

This is in the heart of a great dairy section with good railroad facilities. The Association has already accomplished a great deal in bringing the buyer and seller together and this promises to be the greatest coming event of the North-west. Probable consigners and prospective buyers can obtain full details from

S. B. PECK, Boyceville, Wisconsin

Official Records of Holstein-Friesian Cows

250 COWS FROM FEB 7TH TO FEB. 17TH, 1913.

NAME OF COW AND OWNER.	Age y. m. d.	Days from Calving.	Consecutive Days.	Milk, lbs.	Average per cent. fat.	Butter fat, lbs.
FULL AGED CLASS						
Lieuwkje Lynfeld Pleasant Valley Kate 94539, Allen R. Owen	5 9 12	18	7	579.6	4.51	26.193
Daisy Grace De Kol 98228, Dan Dimmick & Brother	5 11 23	23	7	581.4	4.39	25.545
	5 11 23	7	30	2,381.7	4.33	103.195
Traverse Princess Weg 106215, Traverse City State Hospital	5 4 9	6	90	8,660.0	3.47	300.292
Daisy Wadnah 141183, Samuel De Boer	5 10 23	7	7	477.3	5.30	25.296
Pet Salambo of Riverside 94745, A. W. Morris & Sons Corp.	5 9 28	8	7	610.4	4.14	25.252
Maple Crest Pontiac Flora Hartog 143950, Dan Dimmick & Brother	5 2 1	11	7	573.2	4.23	24.261
Spotted Ann Daughter 100270, Dan Dimmick & Brother						
Pearl Wartena 119562, John B. Irwin	5 5 25	7	7	467.9	5.15	24.119
	8 2 4	23	7	701.1	3.44	24.086
Lothian Maggie De Kol 90209, Alexander Watt	8 2 4	10	30	2,803.5	3.35	93.970
Korndyke Bernie De Kol 160821, James Nye & Son	6 10 14	34	7	705.4	3.26	22.984
Beauty Aaggie Pearl 2nd 68405, Fred J. Karlen	6 5 6	18	7	521.3	4.31	22.463
Johanna Star Colantha 99194, Ed. M. Schultz	9 10 7	9	7	559.6	3.76	21.037
Artis Piebe De Kol 90034, University of Wisconsin	6 0 25	9	7	509.3	4.10	20.876
Beryl Queen 73119, George Hetts & Sons	6 6 23	7	7	510.5	4.03	20.550
Arabella E. 2nd 72577, A. W. Morris & Sons Cor.	8 7 7	28	7	528.1	3.79	20.041
Aaggie Mercedes Pauline 98409, Alfred McMartin	8 5 12	12	7	566.0	3.49	19.766
Clarice Pietertje 93863, Cole Brothers	5 10 6	40	7	570.6	3.33	19.008
Nancy Alexander Hengerveld 90273, Melvin & Godfrey	6 6 21	33	7	520.8	3.62	18.858
Lorenzina Beauty 73726, Henry S. Ide	6 11 1	8	7	522.5	3.61	18.844
Cora Veeman De Kol 99281, W. D. Robens	8 10 10	43	7	724.1	2.58	18.656
	5 8 26	16	7	449.8	4.13	18.560
Edgewood Clio 2nd 85967, C. A. Pratt	5 8 26	9	30	2,004.5	3.79	76.145
Daisy Beets Artis De Kol 96293, M. E. Dunning	7 9 11	41	7	501.7	3.65	18.299
Flossie Alicine 93435, George S. Bigelow	7 9 4	7	7	493.7	3.63	17.900
Little Bess 2nd's Netherland 52398, George J. Schuster	5 9 27	12	7	500.7	3.50	17.515
Agatha Grace Roe 107844, Irving N. Roe	12 9 25	7	7	468.1	3.73	17.417
Ruth Mechthilde De Kol 108422, Ernest V. Maltby	5 3 28	8	7	482.2	3.59	17.311
Electa Ignaro 66558, A. W. Morris & Sons Corp.	7 11 12	18	7	531.5	3.24	17.210
Nancy Anna De Kol 80995, Nelson Brothers	9 7 7	18	7	576.2	2.99	17.205
De Kol Lillian 2nd 78952, D. Owen Taft	8 10 7	20	7	472.5	3.59	16.969
	7 7 0	25	7	440.9	3.84	16.913
Contenta 2nd 66560, A. W. Morris & Sons Corp.	7 7 0	21	30	1,824.4	3.55	64.777
Netherland Nora Sanesta 3d 102411, George J. Schuster	9 4 14	54	7	506.9	3.33	16.881
Nancy Wa Wa De Kol Burke 93992, Northern Hospital for Insane	5 8 4	9	7	462.8	3.64	16.840
Canary Idlelina 74264, S. B. Burchard	6 4 23	26	7	499.2	3.36	16.760
Fairview Blackness Korndyke 98509, Richard T. Eastman	8 10 21	8	7	443.8	3.68	16.345
Grace of Portage Aaggie Careme 2nd 81842, George Hetts & Sons	6 3 3	15	7	450.2	3.58	16.160
Brookside Pontiac Veeman 114094, E. C. Brill	7 10 0	25	7	486.3	3.29	15.980
Maggie of Maple Hill 126247, Richard T. Eastman	6 6 7	11	7	467.3	3.40	15.865
Carrie Cole 3rd 80155, S. B. Burchard	5 1 8	19	7	474.7	3.32	15.772
Hengerveld Mercedes 123261, Ernest V. Maltby	7 3 24	8	7	489.1	3.21	15.672
Polly Nichols De Kol 100061, E. H. H. Emery	6 5 11	24	7	533.1	2.94	15.648
Pietertje Mantel Netherland 82472, S. B. Taylor	5 10 27	9	7	393.9	3.97	15.638
Colantha De Kol Greene 86555, W. O. Briggs	7 1 25	10	7	428.7	3.63	15.583
Fern Cliff Beauty van Beers 95537, Frank Puth	7 0 9	37	7	454.1	3.43	15.564
Burke De Kol Netherland 2nd 99842, Robert Gilmour	6 6 23	15	7	394.5	3.92	15.462
Beauty of Stoneacre 977904, Richard T. Eastman	6 0 1	9	7	500.9	3.00	15.009
Aesula Belle Pontiac 96325, E. C. Brill	5 6 24	30	7	500.8	3.00	15.007
Altoana Woodland Lass De Kol 83566, W. D. Robens	6 4 11	79	7	465.6	3.19	14.867
Lake Side Gettie 105576, Randall Brothers	7 9 2	6	7	429.3	3.50	14.774
Goshen Isabella 4th 101271, Theodore Stark & Son	5 6 9	49	7	417.5	3.51	14.658
Miss Aaggie De Kol Greene 86557, W. O. Briggs	6 10 18	8	7	473.7	3.07	14.552
Alice Verona 108861, G. A. Abbott	7 0 6	9	7	415.9	3.50	14.547
Pedrina 102689, A. J. Hall	5 2 27	10	7	462.9	3.13	14.483
Lady Mayo Johanna 87871, A. P. Larimer	5 8 25	24	7	432.7	3.33	14.396
Beryl Wayne Butter Queen 89773, G. M. Welles	7 2 15	13	7	516.3	2.78	14.342
Carla of Stoneacre 97071, Richard T. Eastman	6 11 6	10	7	386.6	3.69	14.272
Beauty Wayne Pauline 2nd Lady 121308, E. C. Brill	5 6 5	47	7	435.9	3.25	14.187
Lady Milly Posch De Kol 79836, E. C. Brill	5 9 19	13	7	463.4	3.05	14.152
Sarcastic Empress 2nd 95891, University of Nevada	7 4 27	59	7	436.0	3.22	14.020
Ina Johanna De Kol 85773, C. S. Mulks	5 5 17	6	7	350.7	3.99	13.983

Nellie Varcoe 95280, Samuel de Boer	6 10 20	11	7	319.9	4.29	13.732
Lady Mercedes Pietertje De Kol 95662, C. B. Maybury	8 10 13	121	7	331.9	4.10	13.623
Agnes Flora De Kol Koningin Beryl 84776, G. A. Abbott	6 3 19	71	7	474.3	2.87	13.614
Wild Wood Jewel Netherland 90107, Ernest V. Maltby	7 4 16	74	7	403.2	3.37	13.574
Susie Paul 2nd's Friend Prilly 103204, Bond & Hotchkiss	6 4 5	14	7	378.5	3.56	13.465
Goldbug 2nd 92903, W. D. Euler	5 5 14	69	7	358.7	3.63	13.016
Mollie De Gretchen 69221, R. D. Lee	9 3 28	25	7	444.7	2.83	12.580
Canary Johanna De Kol 104689, C. B. Reddelien	9 7 12	63	7	415.0	3.11	12.917
Clothilde Blackwood 124443, C. S. Mulks	5 8 22	17	7	393.9	3.27	12.873
Edwina Wayne De Kol 3rd 120804, E. C. Brill	5 3 19	84	7	315.6	3.90	12.312
Lady Rhoda Mercedes De Kol 91369, G. G. Hartley	6 10 7	81	7	399.6	3.07	12.279
Leda Duchess Belle 108230, Randall Brothers	6 3 9	13	7	377.1	3.24	12.209
Edgewood Cilo Montrose 2nd 86142, C. A. Pratt	5 2 3	51	7	382.8	3.18	12.189
	6 9 17	55	7	355.8	3.41	12.134
SENIOR FOUR-YEAR CLASS						
Pontiac De Nijlander 108361, Cole Brothers	4 9 16	14	7	613.3	4.27	26.181
Lindenwood Hope 115655, G. W. Rising	4 9 16	9	30	2,632.0	4.11	108.250
	4 8 0	29	7	566.1	4.33	24.491
Daisy Inka De Kol Vale 3rd 126180, Frank von Garrel	4 8 0	6	30	2,463.7	4.06	100.138
Pontiac Rhea 108368, Cole Brothers	4 8 1	17	7	568.7	3.62	20.592
Juno Korndyke 113716, J. H. Hulbert, Jr.	4 9 24	16	7	571.8	3.53	20.170
Korndyke Beets Lady Segis 111969, Ernest V. Maltby	4 9 9	11	7	552.9	3.52	19.483
Imperial Queen Korndyke 114350, H. Stannard	4 10 26	10	7	414.8	4.05	16.830
Riverview Johanna Piebe 109105, George E. Stevenson	4 9 12	23	7	557.9	2.91	16.256
Adirondac Queen Korndyke 106959, Bond & Hotchkiss	4 6 8	14	7	472.0	3.39	16.020
Marjorie Korndyke Segis 11971, Ernest V. Maltby	4 8 23	21	7	399.0	3.80	15.161
Adirondac Iola Korndyke 106961, Bond & Hotchkiss	4 10 17	13	7	385.3	3.90	15.022
Colantha Pietje Sarcastic Girl 105605, Allan R. Owen	4 10 1	17	7	364.7	4.10	14.939
Woodcrest Jessie Fobes 105426, R. D. Lee	4 10 4	38	7	415.7	3.53	14.722
Lois Beryl De Kol Beets 116682, G. A. Abbott	4 11 22	13	7	471.9	3.01	14.184
Jessie Fobes Maud Burke 2nd De Kol 115678, W. A. Canniff	4 7 27	8	7	390,8	3.53	13.804
Springvale Netherland Coin 121687, Henry G. Ellinger	4 8 21	13	7	407.2	3.13	12.765
Ina May De Kol 2nd 110929, C. S. Mulks	4 8 22	13	7	385.0	3.31	12.751
Aaggie Texal Wayne 2nd 112561, C. C. Fries & Son	4 7 23	15	7	299.2	4.19	12.526
Grace Carrie 2nd 116941, E. C. Nitschke	4 10 18	41	7	337.5	3.71	12.522
Queen Anna Flora Clothilde 115969, C. S. Mulks	4 8 13	12	7	364.6	3.31	12.061
Francine Pietertje Ononis 2nd 105254, R. Millikin & Sons	4 9 16	11	7	339.7	3.50	11.897
Etta S. 2nd Clo 115461, Randall Brothers	4 9 13	28	7	335.9	3.52	11.810
	4 8 16	40	7	318.2	3.70	11.764
JUNIOR FOUR-YEAR CLASS						
Bessie Jane Posch 2ndn 121319, H. W. Norton						
De Kol Fancy Netheralnd 109302, Edwin J. Henry	4 3 0	38	7	587.4	3.17	18.593
Finderne Girl Beryl Wayne 120126, Bernhard Meyer	4 5 3	8	7	491.5	3.76	18.468
Beryl Wayne Butter Queen 2nd 118332, G. M. Welles	4 2 11	30	7	589.6	3.09	18.216
May Wa Wa De Kol Burke 2nd 123393, Northern Hospital for Insane	4 0 24	8	7	391.5	4.63	18.113
Gertrude Pauline 2nd 118331, G. M. Welles	4 1 12	26	7	479.3	3.55	17.026
Oakhurst Butter Princess Burke 143353, H. R. Wait & Co.	4 0 6	11	7	409.3	4.14	16.962
Anna Bergsma De Kol 122530, A. W. Morris & Son Corp.	4 5 16	31	7	471.7	3.59	16.934
Retta X 2nd Lass 125893, D. Owen Taft	4 1 9	6	7	442.7	3.70	16.371
	4 1 19	59	7	400.2	4.05	16.209
Pontiac Tantalus 122797, R. E. Haeger	4 1 19	55	30	1,672.6	3.77	63.061
Celosia Clothilde De Kol 151474, C. A. Pratt	4 3 13	10	7	454.8	3.48	15.835
Drynoch Groote 115306, Richard T. Eastman	4 0 19	6	7	445.1	3.53	15.719
Meadowbrook Waldorf Neah De Kol 125608, John C. Sharpe	4 2 27	12	7	409.4	3.68	15.053
Clear View Edna Spofford 116056, Allamuchy Farms	4 0 11	11	7	436.9	3.38	14.773
Rose Calamity Countess 115520, H. W. Norton	4 0 0	6	7	368.6	3.87	14.269
Leah Canpbel 2nd Allie 118966, Canniff Brothers	4 3 6	18	7	427.3	3.25	13.884
	4 0 11	12	7	407.1	3.26	13.285
Gem De Kol 3rd 122939, A. G. Palmer	4 0 11	8	14	794.4	3.22	25.580
Salambo Creamcup 120273, A. W. Morris & Sons Corp.	4 2 6	6	7	317.1	4.12	13.074
Maggie Roe 2nd 113380, Irving N. Roe	4 2 21	7	7	385.8	3.27	12.620
Schuiling Ondine Pietertje 195825, A. P. Larimer	4 4 6	10	7	432.6	2.87	12.395
Sprig Houwtje De Kol 112949, Frank H. Williams	4 0 10	23	7	402.5	3.08	12.384
	4 1 16	8	7	337.8	3.25	10.968
SENIOR THREE-YEAR CLASS						
Ypsiland Pietertje De Kol 121827, Cole Brothers	3 9 10	6	7	482.7	4.51	21.750
Queen Hengerveld Segis 125677, Allamuchy Farms	3 11 0	8	7	535.2	3.90	20.869
	3 11 0	6	30	2,159.1	3.56	76.764
Finderne Hengerveld Soldene 128867, Bernhard Meyer	3 8 22	21	7	570.6	3.36	19.173
Wisconsin Star 2nd 125670, Ed. M. Schultz	3 11 5	21	7	493.2	3.81	18.780
Canary King Netherland 113209, Albert Babler, Jr.	3 11 7	8	30	2,216.9	3.36	74.508
Pontiac Antigone 121567, Cole Brothers	3 7 27	15	7	452.0	3.95	17.875
Finderne Maplecroft Beryl Wayne 121078, Bernhard Meyer	3 10 16	20	7	533.2	3.31	17.640
Tulip Homestead De Kol 132474, Theo. Stark & Son	3 9 29	9	7	402.1	5.36	17.520
Portage Pauline Paul 4th 128373, George J. Schuster	3 7 1	11	7	514.0	3.41	17.513
Redeld Irene 125638, Northern Hospital for Insane	3 10 12	17	7	444.0	3.83	16.996
Oakland Sethje Golden 119418, Allamuchy Farms	3 9 13	6	7	469.6	3.43	16.112
Manor Johanna Mondamin 124181, Ernest V. Maltby	3 10 2	10	7	439.3	3.62	15.899
Slate Falls Spot of Ensenore 129783, Irving N. Roe	3 8 13	26	7	463.8	3.40	15.778
Princess Zora Ernestine 162729, M. E. Dunning	3 9 22	8	7	408.2	3.48	14.220
Cedar Hill Pietertje May De Kol 131556, M. E. Dunning	3 9 7	8	7	405.2	3.48	14.116
Teresa 6th's De Kol 2nd 135370, J. T. Williams	3 7 14	13	7	402.6	3.34	13.466

Urmagelsche Clyde Beets 129853, E. C. Nitschke	3	8	24	61	7	420.4	3.14	13.215
Clarabell De Kol Girl 124660, C. S. Mulks	3	9	3	11	7	310.4	4.20	13.022
Mildred Korndyke Boon 141741, N. W. Salmon	3	7	19	6	7	364.9	3.48	12.706
Wielinga Snow De Kol 2nd 126192, N. W. Salmon	3	8	14	29	7	380.8	3.10	11.810
Duchess Thelma De Kol 2nd 123478, C. S. Mulks	3	9	9	13	7	287.6	4.09	11.759
Princess De Goede 126050, A. G. Palmer	3	11	2	22	7	345.6	3.31	11.451
Hillspring Allie Fayne 128276, C. C. Fries & Son	3	8	21	22	7	289.6	3.86	11.175
Henrietta Pietertje De Kol 3rd 123596, E. D. Ellsworth	3	10	27	44	7	321.6	3.26	10.495
Edwina Pontiac De Kol 127279, E. C. Brill	3	10	23	155	7	373.0	2.79	10.409
De Kol Pietertje Spinker 2nd 115560, E. D. Ellsworth	3	9	14	87	7	333.4	3.11	10.376
JUNIOR THREE-YEAR CLASS								
Spring Brook De Kol Klara 138712, Knapp & Pierce	3	3	20	6	7	444.8	4.21	18.768
Blue Label Mattie 135021, Ferd J. Karlen	3	1	10	6	7	512.7	3.63	18.633
Finderne Wayne Inka 128873, Bernhard Meyer	3	4	21	12	7	519.1	3.43	17.809
Lucy Wayne Hengerveld 139143, George Hetts & Sons	3	0	29	9	7	392.6	4.23	16.598
Canary Midnight of Mapleside 137133, H. W. Norton	3	2	7	17	7	407.7	3.97	16.172
Johanna De Kol Wit 4th 143224, H. F. Schroeder	3	1	11	7	7	409.2	3.92	16.042
Keystone Plum Johanna 139786, George E. Stevenson	3	1	9	20	7	458.9	3.41	15.653
Woodlawn Pinkaline Cornucopia 148108, J. T. Williams	3	0	22	12	7	393.5	3.94	15.497
Joy Beets Hengerveld 139134, R. E. Haeger	3	0	24	19	7	409.2	3.65	14.948
Mollie Kuperus Alcartra 140743, A. W. Morris & Sons Cor.	3	1	17	9	7	418.0	3.40	14.230
Labonda Houwtje De Kol 130906, Frank H. Williams	3	1	5	63	7	368.8	3.81	14.036
Aaggie of Benjamine 2nd 159660, R .B. Page	3	1	25	59	7	373.7	3.71	13.870
	3	1	25	55	14	705.8	3.58	25.288
Ormsby Canary Vevie 135883, C. B. Reddelien	3	4	14	43	7	340.5	3.85	13.105
Up to Date Lady Korndyke 144326, John W. Worthington	3	1	21	7	7	363.6	3.51	12.766
Princess Colantha Anne 2nd 134254, J. Hayden Canniff	3	1	24	27	7	400.6	3.14	12.581
	3	1	24	20	14	781.4	3.14	24.497
Morris Johanna Clothilde 126053, University of Wisconsin	3	5	6	13	7	295.1	4.13	12.215
Johanna Como Colantha 128376, George J. Schuster	3	2	25	13	7	337.9	3.50	11.818
Bellade Pietertje De Kol 139166, E. D. Ellsworth	3	1	16	39	7	362.6	3.15	11.426
Cornucopia De Kol Lilith 139164, E. D. Ellsworth	3	0	6	70	7	291.2	3.70	10.786
Sis Pietertje Johanna Hengerveld 129046, H. Stillson Hart	3	0	9	8	7	299.1	3.56	10.652
Corinne Hengerveld De Kol 146533, R. Millikin & Sons	3	5	28	121	7	248.3	4.18	10.373
Jep Cassie 2nd Lass 2nd 132951. Harry R. Clark	3	2	15	53	7	274.6	3.66	10.043
K. P. Vrooman 142573, R. E. Haeger	3	0	26	12	7	274.5	3.36	9.218
SENIOR TWO-YEAR CLASS								
Corona Copia Johanna 2nd 135889, Allamuchy Farms	2	8	22	11	7	493.4	3.97	19.580
	2	8	22	6	30	2,045.8	3.53	72.276
Terracelawn Butter Boy Topsy 144791, Frank von Garrel	2	11	3	18	7	503.6	3.63	18.282
Yankee De Kol de Yong Colantha 148726, Nelson Bros.	2	8	4	22	7	456.6	3.37	15.403
Tuebe Pietertje 2nd 133501, University of Nevada	2	11	21	9	7	404.6	3.70	14.963
	2	11	21	7	30	1,677.4	3.51	58.799
Houwtjestiena Korndyke Ridgeway 134015, W. J. Witty	2	11	13	28	7	357.6	3.93	14.068
Florence Johanna 2nd 167331, H. F. Schroeder	2	7	23	8	7	294.9	4.55	13.406
Julia Pledge 2nd 149426, G. A. Abbott	2	9	7	8	7	386.1	3.47	13.388
Hengerveld Pondyke Pietertje 123561, Samuel de Boer	2	10	29	199	7	293.1	4.33	12.704
Johanna Snowball Fayne 179025, David Munroe	2	8	20	8	7	359.4	3.50	12.592
Sweetheart Alice Korndyke 172742, A. V. Case	2	8	24	36	7	321.2	3.89	12.507
Salma Pontiac Johanna 147495, George Hetts & Sons	2	6	5	35	7	303.3	3.96	12.025
Jessie Fobes Homestead Piebe 2nd 145966, J. Hayden Canniff	2	9	2	11	7	430.1	2.70	11.604
Kate Spray 3rd Ruth 142547, George J. Schuster	2	6	10	13	7	303.6	3.81	11.580
Jessie Fobes Myrtle Homestead 2nd 145953, J. Hayden Canniff	2	8	28	7	7	351.7	3.24	11.386
Century Polly Pontiac 152716, Bond & Hotchkiss	2	6	11	69	7	338.8	3.31	11.206
Isadora Vale Wayne De Kol 133348, E. D. Ellsworth	2	11	25	67	7	360.1	3.09	11.135
Lady Woodcrest Colantha Lad 136686, Tennessee Agricultural Experiment Station	2	7	24	44	7	311.7	3.52	10.972
Sunflower Thilda De Kol 133177, Nelson Brothers	2	11	21	54	7	345.5	3.06	10.579
Long Meadows Geesje 140528, H. H. S. Handy	2	9	19	52	7	358.9	2.93	10.527
Bonibel McGregor De Kol 147553, C. S. Mulks	2	9	21	18	7	267.3	3.85	10.284
Colantha Belle Daisy 2nd 155704, R. C. Reed	2	7	12	19	7	325.6	3.13	10.187
Redfield Roxie 135547. Northern Hospital for Insane	2	10	3	80	7	309.0	3.29	10.151
Meadow Brook Prilly Neah 144308. John C. Sharpe	2	8	11	86	7	283.1	3.54	10.015
Dimple Lincoln 130516, E. H. H. Emery	2	10	24	35	7	269.9	3.69	9.968
Arcady Segis Revonna 145235. W. C. Hunt	2	6	9	49	7	354.5	2.78	9.852
Hadria Peterkin 2nd Lady 136306, E. H. H. Emery	2	11	5	12	7	247.3	3.69	9.810
Morris Johanna Daisy 131460. University of Wisconsin	2	6	28	28	7	237.0	3.98	9.437
Nellie De Kol Korndyke 155227, D. S. Dennison	2	7	9	16	7	223.9	4.03	9.018
Maggie Johanna Spofford Prince 147554, C. S. Mulks	2	6	1	84	7	241.3	3.59	8.668
Lady Young Maid Woodcrest Lad 135503, Tennessee Agricultural Experiment Station	2	7	13	64	7	252.5	3.26	8.237
JUNIOR TWO-YEAR CLASS								
Johanna Pauline Paul 2nd 156070, H. F. Schroeder	2	5	28	32	7	460.2	3.71	17.053
Spring Brook Hazel 158620, Knapp & Pierce	2	3	13	18	7	408.0	4.17	17.026
Finderne Soldene Fayne De Kol 1444569, Bernhard Meyer	2	3	28	17	7	443.8	3.76	16.678
Summit Walker Clothilde 149574, Tanner & Tooke	2	1	22	8	7	438.9	3.66	16.063
May Segis Hengerveld Posch De Kol 156890, Allamuchy Farms	2	2	27	11	7	427.7	3.62	15.492
Spring Brook De Kol Jennie 158621, Knapp & Pierce	2	0	21	15	7	405.4	3.70	14.984
Spring Brook Luna 158623, Knapp & Pierce	2	3	6	19	7	392.8	3.79	14.869
Corona Liberty Belle 137222, Allamuchy Farms	2	5	8	7	7	421.4	3.52	14.813
Bonanza Lady Walker 151744, George S. Bigelow	2	2	8	32	7	432.8	3.38	14.644
Keystone Clio Beauty 161647, C. A. Pratt	2	2	6	13	7	411.3	3.54	14.558

Nutula Fobes 2nd 152267, A. W. Morris & Sons Corp.	2	1	1	20	7	383.3	3.40	13.036
Jolie Pauline Burke 157107, G. M. Welles	2	3	5	25	7	319.4	4.07	12.998
Finderne Pell Pontiac 144560, Bernhard Meyer	2	4	10	29	7	357.2	3.63	12.984
Reka Loraine Ormsby 149551, Fred J. Karlen	1	10	20	10	7	391.4	3.25	12.725
Lady Mead Salambo 183463, A. W. Morris & Sons Corp.	2	2	17	16	7	260.1	4.87	12.677
Hattie Veeman Pontiac 169912, W. D. Robens	1	9	8	12	7	348.8	3.50	12.217
Myra Netherland Homestead 2nd 166250, E. J. Brosius	1	11	3	15	7	357.6	3.38	12.075
Spring Brook Viola 158628, Knapp & Pierce	2	3	29	13	7	336.6	3.58	12.059
Redfield Irene Pietertje 158893, Northern Hospital for Insane	2	1	6	11	7	339.8	3.53	12.027
Pontiac Zoe 138248, C. C. Fries & Son	2	5	14	13	7	281.4	4.18	11.754
Hartog Queen Ormsby 161483, W. D. Robens	1	9	7	11	7	313.4	3.72	11.668
Aaggie Mercedes Pauline 3rd 155931, Alfred McMartin	2	2	10	61	7	330.6	3.51	11.611
Hengerveld Johanna 3rd 160315, Frank Puth	2	3	12	17	7	386.6	2.99	11.558
Homstafa Fall Breeze 162431, A. G. Palmer	2	1	13	31	7	346.0	3.28	11.335
Grace of Portage Hengerveld 149611, George Hetts & Sons	2	2	13	12	7	300.2	3.74	11.237
Peg Mechthilde Countess 2nd 148724, Nelson Brothers	2	4	9	154	7	323.5	3.46	11.197
Molly Oakland Hengerveld 186989, R. E. Haeger	2	0	29	9	7	309.5	3.56	11.010
Anna Segis 158217, Nelson Brothers	2	4	0	66	7	332.0	3.28	10.891
Meadow Brook Prilly Pauline 167625, John C. Sharpe	2	1	7	15	7	317.1	3.39	10.761
	2	1	7	6	30	1,333.8	3.23	43.033
Lady Riverside Belle 184615, A. W. Morris & Sons Corp.	2	3	19	23	7	380.3	2.77	10.551
Arcady Segis Edith Beets 145236, W. C. Hunt	2	5	25	42	7	351.5	2.98	10.458
Elzevere Blanche De Kol 160602, C. R. Wilkinson	2	2	21	23	7	292.5	3.51	10.257
Etta Snowball Rue 158973, Randall Brothers	2	3	23	44	7	293.4	3.46	10.141
Princess Lena Shepard 164169. Richard T. Eastman	1	10	25	19	7	338.8	2.95	9.980
Sarah Veeman Hengerveld 158271, W. D. Robens	2	0	4	11	7	265.3	3.67	9.760
	2	0	4	11	30	1,220.5	3.38	41.232
Nettie Segis 157384. Nelson Bros.	2	0	2	71	7	279.5	3.46	9.672
Lily Netherland De Kol 3rd 165497, H. H. S. Handy	1	11	3	26	7	299.6	3.22	9.634
Princess of Maybrook 164062. H. K. Brooks	2	1	7	18	7	305.8	3.08	9.417
Deer Spring Queen 4th 160476. W. C. Huntington	2	3	11	10	7	224.9	4.18	9.396
University Johanna Lass 139383, University of Wisconsin	2	4	14	96	7	286.2	3.27	9.375
Johanna Clyde Beets 169933, E. C. Nitschke	1	11	10	13	7	340.3	2.74	9.318
Ormsby Duchess Parthenea 152729, C. B. Reddelien	2	5	22	73	7	271.7	3.40	9.230
Onda Dorothy Vale 3rd 177874. M. E. Dunning	2	0	12	6	7	278.6	3.29	9.165
K. H. S. Susie Pontiac 165496. H. H. S. Handy	1	11	27	32	7	308.0	2.95	9.099
A. & G. Kekke Piebe De Kol 2nd 165493, H. H. S. Handy	2	1	0	17	7	288.2	3.13	9.016
K. H. S. Minnie 165494, H. H. S. Handy	1	11	12	41	7	267.0	3.22	8.607
Lady Hilda De Kol 2nd 156601, Bond & Hotchkiss	2	2	5	227	7	223.6	3.79	8.464
Colantha Johanna 166012. W. A. Canniff	1	11	29	9	7	265.9	3.17	8.440
Woodcrest Lynfeld 2nd 156159, A. W. Haeger	2	1	10	11	7	281.6	2.98	8.399
Nellie Hengerveld Butter Girl 149205, A. P. Larimer	1	11	17	14	7	275.8	3.01	8.292
Up to Date Daisy De Kol Vale 174496, John W. Worthington	1	9	7	38	7	255.6	3.19	8.165
Traverse Grange Lizzie Lass 158509, Frank H. Williams	2	0	21	24	7	264.6	3.05	8.068
Lady Guanabacoa 160475, W. C. Huntington	2	4	3	12	7	2666.6	3.02	8.038
K. H. S. Cornucopia 165495, H. H. S. Handy	1	11	20	32	7	255.8	3.11	7.955
Miss Dulcie Bettina Pietertje 166249, E. J. Brosius	1	10	1	53	7	252.1	3.03	7.649
Tehee De Kol Mechthilde 2nd 165498, H. H. S. Handy	1	11	19	25	7	225.3	3.26	7.352

SPRING FARM HERD--HOME OF AGATHA PONTIAC

Offers bull born October 23, 1911, evenly and hansomely marked, well-grown, straight, long, deep and broad. Sired by **Sir Korndyke Cornucopia,** who has 8 A. R. O. daughters, all good ones, and many more to follow.

Dam, **Pearl H. Johanna,** A. R. O. 25.40 lbs. from 498.8 lbs. of milk, per cent. fat 4.07, as a junior 4-year-old. She traces three times in her pedigree to **Millas Pietertje Netherland,** through the great cow **Kate Pietertje;** 15 dams in the fellow's pedigree average over 23 lbs.; guaranteed to please the purchaser. Crated and delivered at your station with all papers for $200

Send for pedigree and photo.

FRANCIS M. JONES. **Clinton, Oneida County, N. Y.**

FOR SALE AT BROOK FARM HERD

A fine young bull nearly ready for service, born Nov. 28, 1911.

Sire, **Duchess Ormsby Butter King 30190,—43 A. R. O. daughters, 18 proven sons,** one of the best bred and greatest producing bulls.

Dam, **Bloom De Kol 2d, A. R. O. 20.53 lbs. butter, 466.7 lbs. milk,** and of popular breeding.

This young bull is half white and a nice one.

C. H. BATES - - - - - MORRIS PLAINS, N. J.

Brookview Herd

Offers bull calf born January 9, 1912. **Dam, 18½ lbs. A. R. O. three-yr.-old.** I am sure had she not gone off feed the 4th day, she would have made 25 lbs. Her dam made better than 32 lbs., 90 lbs. milk per day, and was sold in June sale at Syracuse for $1300. **Sire, King Prilly Judge.** Calf nicely marked well grown and a good one. Price $150.00.

E. E. SISSON,
Almond, Alleghaney Co., New York.

Typewritten Pedigrees

For only 35c or 3 for $1.00 I will furnish you a 4 generation pedigree giving 14 ancestors and under the males the number of their A. R. O. Daughters and producing sons. Under the females their A. R. O. records and the number of their A. R. O. Daughters and producing sons.

F. G. JOHNSTON
37 W. Lane St. Columbus, O.

$100.00 - $100.00

buys serviceable bull, **Downing** Pontiac Korndyke Count no, 94806 born Dec. 12, '11. Splendid individual, dark in color. Dam, 535.25 lbs. butter in 343 days at 3 years; 20.2 lbs. butter in 7 days at four years.

We also offer several semi-official yearly record cows at $400 and up. Write for pedigrees.

Dr. M. W. Downing & Brother, Waukesha, Wis.

Two Yearling Heifers

These heifers are not bred.

One is from a cow that gave nearly 14,000 lbs. of milk last year. The other is from a two-year-old heifer that will make a good showing.

First check for $225 gets the pair.

W. H. HORSTMANN,
R. 2, Schenectady, N. Y.

PLEASANT VIEW FARM

Have 10 head of extra fine and well marked Holstein-Friesian bull calves from 4 to 8 weeks old. Sired by **Cliff Vale, Gudultje De Kol Hengerveld** and **Sir Wayne Segis Hengerveld,** registered. Out of full blood Holstein-Friesian cows, not registered. Also a few 8 to 10 year old cows to freshen this spring, at Farmers' Prices. No registered females to spare.

JOHN MITTMANN
R. R. 6, Box 85 Muscatine, Iowa

THE GREENWOOD HERD

Has young bulls to offer, sired by **King Lyons Spofford** (three of his nearest dams average 31.9 lbs. butter in 7 days) and **King Lunde Pontiac Spofford.** He is a brother to **K. P Manor Kate,** and his dam, **Lunde Korndyke,** produced 26192.7 lbs. of milk and 1090.91 lbs. of butter in one year in semi-official test. This great cow produced in her official test 10190 lbs. of milk in 100 days. Her sire is a son of **Korndyke Queen De Kol,** sister to **Pontiac Korndyke.**

These young bulls are backed by the greatest blood lines of the breed which include 26 of the 30-lb. records. They are choice specimens of the breed, one of which has 10 nearest dams that average 28.28 lbs. of butter in 7 days, including his dam with 24.01 lbs. at 3 years and 8 days. We are looking for a much higher record as a four-year-old the last of March.

If interested in high-class young cows or bulls, write for pedigrees to

E. H. KNAPP & SON

FABIUS, N. Y.

P. S.—Of the first 15 calves from our herd by **King Lunde Pontiac Korndyke** eleven are heifers. He now has 25 daughters at 2 years and ten months old. We also have 38 cows and heifers in calf to him and 26 more to be bred. t f

Hamilton Stock Farms

HOME OF THE KING OF THE BLACK AND WHITES.

The only bull of the breed whose 7 nearest dams have records that average over 30 lbs. of butter in 7 days.

The only bull that has six of those dams with thirty day records that average one hundred and twenty-six pounds each.

Sons and brothers of this great young sire for sale.

HAMILTON STOCK FARMS, HAMILTON, N. Y.

A. A. HARTSHORN, Prop. **I. U. SCOTT, Mgr.**

Public Sale of Holstein-Friesians

at Farm of Mr. R. H. Beard, Cortland, N. Y., April 15, 1913.

This sale will include 50 head of Registered Holstein-Friesians, of which 45 head are under four years of age. They are heavy milkers, many coming fresh this spring. There are quite a number of yearling and calves. A Nye bred bull out of a 27.96-lb. cow heads the herd and a majority of the offering is in calf to him.

Farm two miles from Cortland.—All morning trains met.

Sale begins at 11 A. M. For catalogue apply to

R. H. BEARD, CORTLAND, N. Y.

E. M. HASTINGS, Sale Manager **COL. B. V. KELLEY, Auctioneer**

BULL CALVES BRED IN THE BLUE.

We offer a fine individual, born Oct 18th, two-thirds white. Sire, King Colantha Pontiac Korndyke (76965) whose sister on the dam's side has a record of 38.02 lbs. in 7 days and 156.9 lbs. in 30 days. Dam's record is 15.92 lbs. as a four-year old. Price $60.00.

CEDARDALE STOCK FARM,
O. A. Thomas, Prop., Rutland, Vt.

King Pietje Woodcrest

Born Dec. 22, 1910, a splendid white yearling bull, sired by Cornucopia Pietje Lad, a son of Pietje 22d's Woodcrest Lad and Neah Pauline De Kol, 26-lb. daughter of Aaggie Cornucopia's Paul De Kol.

Dam of bull is Ridgefield Pietje Verona, a 21-lb. daughter of Woodcrest Pietje, a great line-bred Pietje Bull.

Gardner & Misner, Centerville Station, New York.

BULL CALF, Born Nov. 7, 1912

Sire, Count Pontiac, his dam a 29.88-lb. Junior, 4-year-old daughter of **Sir Veeman Hengerveld** and by a son of **Pontiac Artis,** 31.71.

Dam of calf is an 18.66-lb. 3-yr.-old, her dam having 22 lbs. as a 4-year-old. Write for further description and price.

WATKINS BROS., Camden, N. Y.

MAPLECREST FARM

Makes

Great Showing

With animals that were bred, reared and developed at Maplecrest Farm, we won as many first prizes, for last year's work as any other two breeders or firms combined.

Of the Prize-winning cows that stand at the head in the various A. R. O. and semi-official classes, Maplecrest Farm has bred, reared and developed as many as any other three breeders or firms combined.

None but great cows and wonderful sires can produce results like these.

A few choice bull calves, that carry about 75 per cent. the same blood as the Champion Cow of the World and the three cows whose combined yearly records are unequalled, for sale. Write for prices.

Maplecrest Farm

DAN DIMMICK & BRO., Propietors

OFFICE AT Kalamazoo, Mich. | **Phone Connection Between Farms and Office** | **FARMS AT East Claridon, O.**

Kindly address all Correspondence to Kalamazoo, Michigan

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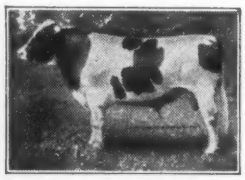
30 RECISTERED COWS AND HEIFERS

I am offering 20 cows ranging in age from 3 to 7 years, 10 heifers from 3 months to 2 years. These are the the De Kol, Paul Beets, Korndyke and Pontiac Strains. Come and see them.

V. D. ROBINSON **Edmeston, N. Y.**



SPRINGVALE STOCK FARM

"Home of the Johannas"

Would you like a son of **Colantha Johanna Champion** to head your herd?

If not, would you like a bull calf out of one of his daughters and sired by our **King Pieter Lyons?** If so we invite inspection of our offerings, the greatest combination of breeding in the world.

No females for sale at present.

Address.

W. G. GILLETT & SON **Rosendale, Wisconsin.**

Did It Ever Occur to You

When you were reading the obituary of some Famous Holstein-Friesian Sire, that he originally came from the Stevens Herd? We have several young bulls on hand of this same kind and are offering them at the same ridicuously low price at which we formerly sold the greatest sires of the breed.

BROOKSIDE STOCK FARM

Henry Stevens & Son, Lacona, N. Y

HOLSTEIN BULLS

FOR SALE—6 to 12 months—sons of Reed and Platt's bull, whose dam, 3 years ago, won 30-day World's record for both milk and butter. Never beaten in both by any one cow. tf

E. E. REED, Hopkinton, Iowa.

FOR SALE

Bull calf sired by a grandson of **King of the Pontiacs,** and whose dam has an A. R. O. record of **21.58** pounds of butter in seven days.

Price $75.00 if sold soon. Write me for pedigree and particulars.

CHAS. OHLER, Lucas, Ohio.

Bull Calf, Born Jan. 24, 1913

Dam: **Walker Lilith Wiegand,** A. R. O. 20.64 at two years, one month. Thirty-day record not completed. Sire: **King Pontiac Canary, 78966.** A handsome individual.

LAMB & LANGWORTHY, East Hamilton, N. Y.

THE STANLEY ENGRAVING CO.

Photo-Engravers Zinc Etchers, Designers.

Half tones, 3x4, at the low price of $1.50. Cuts that will run. Reference, this paper. Satisfaction guaranteed. Library Bldg.. Tioga St. Ithaca. N. Y.

Blue Ridge Stock Farm

For Sale—Holstein-Friesian bull calves from A. R. O. dams from $50 up. Let me know what you want. (t.f.)

W. P. MAYHUGH, Elizabeth, Pa.

Raise Your Own Herd Sire.

37% of the same blood as the new World's Champion 43-lb. cow can be obtained by breeding your best cow to our herd sire Spring Farm King Pontiac.

This four-year-old bull happens to be a three-quarter brother to the new World's Record 43.34-lb. cow who is out after the 30-day record also. He can transmit more of the blood of this cow than one of her own sons.

Then it so happens that Tweede White Lady, the dam of this bull, has a record of 37.45 lbs. butter in seven days and 149 pounds in thirty days,—a remarkable showing as she stands 5th for seven days and 4th for thirty days and will be continued for the year.

We are familiar with the sons of King of the Pontiacs and regard Spring Farm King Pontiac the best of them all. He is handsomely marked and one of the greatest individuals we ever saw.

Will accept a few cows at $200 each.

We also have the remarkably bred young bull "IT"—a short name but a great bull. His dam is Pontiac Clothilde De Kol 2d. All know her and her achievements.

Sire—King Korndyke Hengerveld Ormsby, son of Pietertje Maid Ormsby, 35.56 lbs. butter in seven days, 145.66 lbs. butter in 30 days. The dam and sire's dams of "IT" have ach held world's records and he has a combination of breeding that we like. Service fee $200. These young bulls are on our Lacona Farms and we can handle only a limited number of cows.

STEVENS BROTHERS CO.,

LIVERPOOL : : : : NEW YORK

FAIRVIEW FARMS HERD

At the head of the herd stands the magnificent young bull **Rag Apple Korndyke 8th, 73416,** and to know that he is the most royally bred bull of the breed living today, it is only necessary to remember that his sire and dam of his sire were sold from this herd for $13,000.00 and that he is out of **Pontiac Lady Korndyke,** 38.03 lbs. of butter in 7 days and 156.92 lbs. butter in 30 days, at five years old, (world's records) for cow of her age in both classes, and (world's records) when made for cow of any age in both classes. If you wish to breed the kind that will bring top prices we can supply you with your next sire, or anything that you wish in first class Holstein-Friesians. We still have a few sons of the great **Pontiac Korndyke,** ready for service soon.

E. H. DOLLAR HEUVELTON, N. Y.

ORMSBY KORNDYKE LAD
and
SEMI-OFFICIAL YEAR'S RECORDS

are the points we wish to emphasize in this limited space.

The former heads our business herd of ninety head. He was by the $7,500 bull, King Hengerveld Ormsby, and from the great 34-lb. cow, Polly Posch. The 7-day records of his two nearest dams average 35.09 lbs.

Every heifer in our herd that has completed her year's record has produced over 500 lbs. butter. One, Pearl De Kol Tula, a junior 2-yr.-old daughter of Pearl of the Dairy's Joe De Kol, produced 757.3 lbs. butter, 16,584.7 lbs. milk.

We have eleven head in yearly test now that will finish from February to May.

The future demand is going to be for animals backed by semi-official yearly records. A bull calf from our herd will put you in line to help supply that demand.

Nothing for sale just at present. Orders for bull calves will be booked for delivery after January 1, 1913.

Ezra Holbert, Lake, N. Y.

Jackson

No hill too Steep
No Sand too deep

Why Jackson cars are so very comfortable

When we speak of comfort in Jackson cars, we speak of a quality as sure and well defined as their power, or their speed, or their durability.

Jackson cars are noted for their ease of riding, as you well know.

Because our engineers do not build for speed or power or long life alone; they build for comfort, too.

They begin to put comfort into their cars when they draw the first designs.

They know what makes a car comfortable —know it better, perhaps, than any other engineering staff in the country.

They know that a car with the wheelbase of the "Olympic" should have 34-inch wheels to be most comfortable.

They know that full elliptic springs ride from 33 1/3 to 100 per cent. easier than any other type, so they put four of them in the Jackson.

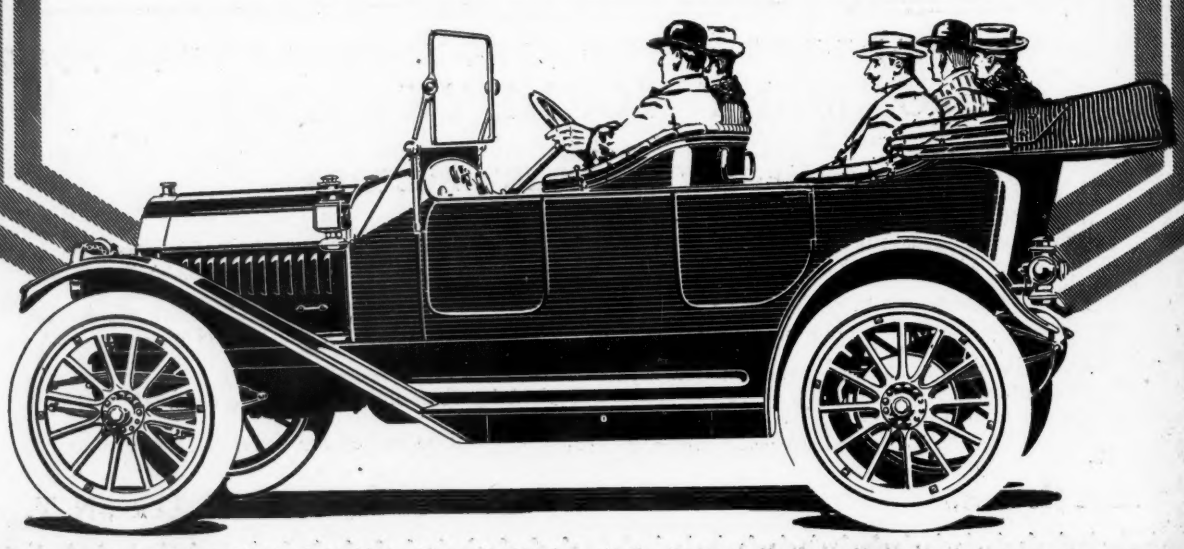
They know that a certain slant to the seat cushions and shoulder-high seat backs are most comfortable; so we use them.

They know that 10-inch upholstery adds to the seat comfort; so we make that thick.

But they haven't overlooked or slighted the the mechanical details either, as you'll see by the smooth, silent running of the car, and by its pulling power and good speed.

We want you to write for the 1913 Jackson literature, and the name of the nearest dealer, so you can ride in the new car and see what a splendid production it is.

JACKSON AUTOMOBILE COMPANY
1480 E. Main St. Jackson, Mich.

JACKSON "OLYMPIC" $1500

35 horsepower, unit power plant; long-stroke motor—4⅛x4¾ inches. 115-inch wheelbase; 34x4 inch tires. Full elliptic springs, front and rear. Deep, roomy body, with 10-inch upholstery. Gasoline tank under dash, supplied from storage tank at the rear, with pressure pump. Total capacity twenty gallons. Equipment of Disco Self-starter, mohair top, top hood, ventilating windshield, speedometer, oil and gasoline gauges on dash, Prest-o-lite tank with automatic electric lighter; Frestone universal quick-detachabledemountable rims, extra rim, tire carrier, robe rail, foot rest in tonneau, pump, jack, tire outfit and tools. Trimmings, black and nickel.